

# Circle K Joins Charlotte-Mecklenburg Schools Athletics as the District's Preferred Pregame Snacks Provider

CHARLOTTE, NC, UNITED STATES, January 23, 2018 /EINPresswire.com/ -- Charlotte-Mecklenburg Schools Athletics (CMS) has announced a new community partnership with Circle K. Circle K's positive community involvement and impact will resonate with fans, students, and families in the CMS athletics community and be visible on the district's multi-media platform ([www.cmsathleticzone.com](http://www.cmsathleticzone.com)). Overall, this partnership supports more than 17,500 CMS middle and high school student-athletes and their families at 19 high schools and 39 middle schools with interscholastic athletic programs.

"We live in a great community. We are fortunate to have excellent schools and terrific high school sports," explained Mark Ostoits, Vice President of the Southeast Division of Circle K. "We are excited to be a part of Charlotte-Mecklenburg Schools athletics and are proud to partner with our local schools to support student-athletes, their coaches, and their families."

Circle K is a strong advocate of public education and scholastic athletic programs. With their investment, CMS Athletics will continue to work with National Amateur Sports (NAS), a leader in the high school sports marketing space, to provide impactful opportunities and automated information to more student-athletes, coaches, administrators and families than ever before.

"CMS Athletics is very pleased to join in community partnership with Circle K," said Sue Doran, Athletic Director for Charlotte-Mecklenburg Schools. "This partnership will strengthen our commitment to provide consistent opportunity and resources to our schools, student-athletes and families."

For more information about CMS Athletics and their community partners, please visit their platform. The web address is [cmsathleticzone.com](http://cmsathleticzone.com) and is operated by National Amateur Sports.

About Circle K:



Circle K is the global convenience brand of Canadian convenience store company Alimentation Couche-Tard Inc. The company has more than 7,863 locations in North America. Under licensing agreements, an additional 1,500 stores are operated under the Circle K banner in 13 other countries and territories around the world. Circle K is committed to helping people on-the-go refuel—from Polar Pop™, fresh-brewed Simply Great Coffee and Made To Go snacks to gasoline and diesel fuel. It is based in Charlotte, N.C. To learn more, visit [www.CircleK.com](http://www.CircleK.com)

About National Amateur Sports:

National Amateur Sports (NAS) is a full-service sports marketing firm focused on growing amateur athletics programs. By leveraging technology, NAS eases administrative burdens and enriches the quality of school's media assets. The improved platform drives traffic and attracts community partners eager to reach this valued demographic through targeted marketing campaigns and community good will. These partnerships generate much needed revenue for interscholastic sports.

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