



Circle K Returns for Second Season with Charlotte-Mecklenburg Schools Athletics

CHARLOTTE, NC, UNITED STATES, August 28, 2018 /EINPresswire.com/ -- Circle K is returning for their second year as a community partner within Charlotte-Mecklenburg Schools Athletics. In addition to their continued support of the district's high school and middle school athletic programs, Circle K will remain the preferred pre-game snacks provider. They will also be joining the CMS Athletics community at select Friday night football games each week distributing coupons, handing out prizes and even collecting school supplies which will be donated to Classroom Central!

"Circle K is thrilled to begin its second year of partnership with CMS Athletics," said Circle K Marketing Director, Robin Donoho. "Our Circle K team looks forward to attending each "Game of the Week" in support of our talented local student-athletes, coaches and their families. We love our community, and it is such a treat to be at these athletic events spending time with the spirited fans of our local schools."

As a strong supporter of education and interscholastic athletic programs, Circle K also plans to implement a social media campaign inspired by school spirit. Students, parents and fans alike are encouraged to post their school spirit photo on Instagram for a chance to win a Circle K swag bag and gift card.

"CMS Athletics is looking forward to another year of success with Circle K," explained District Athletic Director, Sue Doran. "Their continued support of our high school and middle school athletic programs will help provide even more opportunity and resources for our student-athletes, coaches and families across the district."

With this investment, Charlotte-Mecklenburg Schools Athletics news and information will remain easily accessible through their district-wide, multi-media platform, cmsathleticzone.com. It will continue to provide student-athletes, families and fans with content including: game and practice schedules, scores/results, team and program news, events, photos, videos and highlights all in one convenient location.

For more information about CMS Athletics and their community partners, please visit their website. The web address is 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. Circle K Southeast is based in Charlotte, N.C. To learn more, visit circleksoutheast.com.

About Charlotte Mecklenburg Schools:

Annually, CMS athletic rosters total approximately 10,800 high school and 6,400 middle school participants. Athletic programs on CMS campuses strive to support the academic mission of CMS through athletic experiences that assist in the development of the total student. Participation in athletics provides the opportunity for students to learn social, personal, and physical skills that benefit them through their life experiences. Athletics also provides the opportunity to build school spirit and school pride that in turn keeps students connected with their school long after graduation.

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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