

Invaluable (1:00)

How can you measure the value of education-based athletics? Well, the value is in what makes it invaluable. That's because school sports aren't just about winning. They're about learning and growing. School sports aren't just about gaining trophies and accolades, they're about learning life lessons, bringing a whole community together, developing character and integrity, having coaches who mentor you and teammates who become lifelong friends...and you can't put a price on any of that!

That's what makes education-based athletics invaluable. Of course, when you participate in school sports, you want to win and become a better athlete, but the purpose is so much greater...becoming a better person. Support your local school sports programs. And if you have a student, encourage them to get involved.

This message presented by the SDHSAA and the South Dakota Interscholastic Athletic Administrators Association.