



NIHOA ANNOUNCES PARTNERSHIP WITH OFFICIALLY HUMAN

December 12, 2022 – Medfield, MA – The National Ice Hockey Officials Association, NIHOA, an Association that promotes the welfare of the game of ice hockey, its players, and officials, has partnered with Officially Human, it was announced today by Alan Nixa, President of NIHOA, and Brenda Hilton, Founder & CEO of Officially Human.

“For too long, the respect for our sports officials has deteriorated among athletes, parents, and fans, and I knew we had to do something to help restore that,” said Brenda Hilton. “Officially Human is the right organization at the right time to help change the mindset and build strong relationships and admiration with our sports officials while growing the base of these brave individuals. I’m excited to partner with NIHOA and look forward to achieving our common goals.”

Officially Human founder & CEO Brenda Hilton also currently works for the Big Ten conference. She spent 11 years with the Summit League (formerly Mid-Continent conference) and overall 22+ years working with major collegiate officiating. Brenda founded Officially Human as she saw the need for an organization to help restore the respect and fairness to sports officials and grow the base of sports officials.

“Over the past several years, NIHOA has experienced a growing issue with the treatment and retention of officials at all levels of our organization”, said Nixa. “When we learned of Officially Human and their mission, and then spoke with Brenda and her team, we knew our aligned ideals, goals and strategies were a winning combination. We look forward to working with Officially Human and further strengthening our already strong culture, as well as improving the experience at the games we love to watch, while ensuring all interested athletes have a place to play.”

About Officially Human

Based in Lombard, IL., Officially Human was founded to restore respect to, and positive treatment of, sport officials through increased education and communication to all stakeholders (administrators, coaches, athletes, and fans.) Founded in 2019, Officially Human is the leader in addressing the growing crisis in officiating that touches every sport, official, and level of competition. Officially Human offers tailored solutions to athletic host



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organizations of all sizes that improve the stakeholder experience at each of their sporting competitions. The comprehensive solutions package includes digital education, awareness building, event host communication strategies, and organizational support in addressing poor fan behavior.

About NIHOA

The National Ice Hockey Officials Association (NIHOA) is a non-profit association with roots back to the 1930s, with formal organization in 1955. NIHOA provides a large array of benefits to their members officiating professional, collegiate, college club, junior, prep & high school, and youth level hockey games. NIHOA consists of over 35 Chapters throughout the US, providing training & development, in addition to comprehensive insurance coverages to protect their members. They work with an extensive network of leagues and assignors to help promote and support ice hockey officials that are looking to advance to the next level. Membership opportunities are offered throughout the year for officials looking to join a Chapter. Visit their website for more details at www.niho.com. NIHOA - "Symbol of Excellence in Ice Hockey Officiating Since 1940"