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# Sunshine State Athletic Conference transforms into the Sunshine State Athletic Association

Name transitions the SSAC into the SSAA as it expands reach and services



by Joshua Wilson — August 16, 2023 in [SSAA](#), [Uncategorized](#)

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The Sunshine State Athletic Conference is now the Sunshine State Athletic Association heading into the 2023-2024 school year. [Logo credit: Sunshine State Athletic Association]

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**VALRICO, Fla.** – The conference previously known as the Sunshine State Athletic Conference has transformed into the Sunshine State Athletic Association, bringing a name change to an association that started out with just football in 2008.

The change in the association's names reflects the growth the association has seen which now serves 10 different sports and also is sponsoring E-Sports as well, in a press released by the SSAA on Tuesday night.

The SSAA in the press release says that the rebranding initiative reflects the organizations remarkable growth and commitment to providing a comprehensive range of services to its members which is now serving over 120 member schools across Florida.

"Our name change to the Sunshine State Athletic Association stems from our desire to better align our name with our organization's core values and services," said Stuart Weiss, President of the Sunshine State Athletic Association said in the press release. "While the SSAC served us well, we believe that the term 'association' more accurately represents our commitment to being a full-service athletic organization that promotes good sportsmanship, fair play, and the opportunity for success for all our members and student-athletes." The SSAA also said in the press release that it remains dedicated to providing exceptional experiences, fostering quality competition, and maintaining unrivaled parity among its member schools while continuing to pride itself on delivering personalized customer service and assistance to its member schools so they can continue to thrive.

For more about the Sunshine State Athletic Association visit [sunshinestateathletics.com](https://sunshinestateathletics.com)

**Tags:** Stuart Weiss SSAA Sunshine State Athletic Association Featured



### Joshua Wilson

Joshua is the Owner & Publisher of FloridaHSFootball.com. He oversees many different things of the website and keeps a tab on what is going on around the state in both Football and Girls Flag Football.



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