



## **Canadian Interuniversity Sport hires Campus Intercept**

**Canadian Interuniversity Sport** has retained **Campus Intercept** of Toronto as an agency of record. Through this multi-year agreement, the organization will conduct various sponsorship and advertising programs including television, online, out-of-home, in-game activation, endorsements, on-campus events and custom programming. "CIS is pleased to be working in close cooperation with Campus Intercept in helping to introduce the CIS brand to an expanded audience," said Canadian Interuniversity Sport president Clint Hamilton. "Campus Intercept has demonstrated success with activation initiatives at the campus level throughout the country. They understand this market, and they have experience with this market. Our intent is to further expose the CIS product, our championships, events and television properties to a greater audience." Canadian Interuniversity Sport is a national body which governs inter-campus sports in Canada.

**MORE INFO:** [Canadian Interuniversity Sport Campus Intercept](#)