



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACTS:**

Jennifer Duncan  
Learfield  
469-767-8324

Amy Millstone  
CSUN Athletics  
818-677-2313

Christina Zicklin  
Dignity Health  
310-922-8522

**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE AND DIGNITY HEALTH  
ANNOUNCE SIGNIFICANT CAMPUS+, MULTI-YEAR PARTNERSHIP**

***Comprehensive Learfield Campus+ Partnership Allows for Unprecedented Engagement  
Across Campus, Athletics***

**NORTHRIDGE, Calif. (Oct. 2, 2017)** – California State University, Northridge (CSUN) and Dignity Health - Northridge Hospital Medical Center (NHMC) enter the 2017-18 collegiate academic year introducing a first-of-its-kind healthcare partnership across CSUN's campus and athletics programs.

Announced today by CSUN Director of Athletics Dr. Brandon Martin and Dignity Health – Northridge Hospital CEO Saliba H. Salo, the relationship will allow for unprecedented synergies between the two parties, particularly in the areas of health, education, research and athletics. Effective immediately, Dignity Health will assume the university's first-ever designation as "Community Health Partner of the CSUN Matadors" and be notably visible across campus. Cultivated by Learfield's Campus+ business, the comprehensive, multi-year partnership with NHMC was a natural extension of Learfield serving as the Matadors' multimedia rightsholder, which continually seeks out innovative opportunities to align with local, regional and national companies.

Campuswide, NHMC and CSUN will increase collaboration as it relates to ongoing research and educational programming. NHMC also will be embedded in numerous outreach initiatives between the campus, athletics and the community to promote healthy and active lifestyles. Additionally, NHMC will have on-campus connection opportunities with the Younes and Soraya Nazarian Center for the Performing Arts (formerly the Valley Performing Arts Center), Student Recreation Center, the New 88.5 FM (KCSN), University Student Union and the CSUN Alumni Association.

"Dignity Health's founding mission includes our commitment to partner with others in the community to improve the quality of life, and we believe this aligns with that goal. Our award-winning hospital, physicians and clinical staff strive to ensure our surrounding communities have the education and resources they need to prevent illness and disease, and to receive the best possible medical care when necessary. We are excited to partner with CSUN to improve the health of all communities served," said Salo.

NHMC will be highly engaged with CSUN Athletics. In addition to receiving numerous assets,

including rights to use CSUN marks and logos, NHMC will receive signage at the following athletics venues: The Matadome, Matador Soccer Field, Matador Diamond, Matador Field and the Matador Beach Volleyball Facility. Dignity Health also will serve as presenting sponsor of both the official athletics website, GoMatadors.com, and the CSUN Sports Network, which encompasses live game broadcasts and feature video productions.

“CSUN Athletics has grown immensely over the past several years – in competition, in the classroom and in our business relationships – and this new partnership with Dignity Health is another giant step forward for the Matadors,” said Martin. “We’re proud to work with our campus partners and friends at Dignity to create a meaningful brand partnership that will benefit us all and set the bar for similar partnerships across college athletics.”

According to Solly Fulp, executive vice president for Learfield’s Campus+, “Without question, this hallmark partnership between two of the largest organizations in the San Fernando Valley will be incredibly impactful, and we’re pleased at the unprecedented opportunities that exist. Aligning these brands on a deeper level and creating compelling student-centric partnerships are among our priority objectives, and we look forward to working with Dignity Health and CSUN.”

CSUN, one of the largest universities in the country, has nearly 40,000 students and more than 6,500 faculty and staff. The [CSUN Athletic Department](#) empowers more than 350 student-athletes and staff to achieve comprehensive excellence both on and off the field in 19 Division I intercollegiate sports through a diverse and inclusive educational experience. The Matadors are members of the Big West Conference, their colors are red, white and black, and the “Rise of the Matadors” campaign pays tribute to the rich tradition and culture of CSUN Athletics.

Proudly serving the two million residents in the San Fernando and Santa Clarita Valleys for more than 60 years, Dignity Health – Northridge Hospital Medical Center is a 424-bed, not-for-profit community hospital. As a leading provider of compassionate, high-quality and affordable patient-centered care, it shares a rich legacy with Dignity Health, one of the nation’s five largest health care systems. NHMC is part of a 22-state network of nearly 9,000 physicians, 62,000 employees and more than 400 care centers.

CSUN is one of 13 collegiate partners that Learfield has a multimedia rights relationship with in the state of California. Representing multimedia rights and sponsorship initiatives for nearly 130 collegiate properties nationwide, Learfield has had a deep presence in the collegiate athletics landscape for more than 40 years. It also supports athletic departments at all competitive levels as title sponsor of the prestigious Learfield Directors’ Cup. In addition to campuswide business and sponsorship development, [Learfield](#) provides its collegiate partners access to professional concessions and ticket sales; branding, licensing and trademark consulting; digital and social platform expertise; and venue and technology systems through its affiliated companies.

Learfield’s Campus+ division is dedicated to developing comprehensive business partnerships specifically designed to align priority university initiatives with the corporate community. Campus+ provides a strategic process that allows partners to have deeper engagement with students, faculty, staff and alumni.

Building off Learfield's existing athletics multimedia rights relationships, Campus+ will cultivate innovative, "best in-class" university partnerships.