



# PRESS RELEASE

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## **LIFE UNIVERSITY ATHLETICS JOINS MID-SOUTH CONFERENCE Tradition and Competition of Conference a Natural Fit**

**Marietta, Georgia, May 12, 2014** – Life University (Life U) has accepted an invitation to join the Mid-South Conference and will commence intra-league play beginning with the 2014-2015 academic school year.

Life U has been an independent since returning to varsity status in 2007, but with the expansion of its sports teams to nine, the time is right to join an established league to create a community atmosphere among like-minded member institutions, as well as to engender healthy rivalry and competition which carries over from sport to sport and piques interest among the student population.

“We believe conference affiliation invigorates sports tradition,” said Life U Athletic Director John Barrett. “Season to season, year to year and decade to decade, playing the same core teams gives each team and sport a consistent gauge with which to measure itself and work to improve.”

The Mid-South Conference currently has nine full members, and six associate members and competes for conference championships in 20 sports. Member schools have won 17 NAIA team national championships and 21 NAIA individual national championships in the conference’s 20-year history. Noted Barrett, “Life University was interested in joining the Mid-South Conference because of its stability, its tradition, and the fact that we already compete against many of the existing schools already in various sports.”

Life University will compete in men’s basketball and wrestling, and in women’s cross country, track and swimming beginning this year, and as the University continues to expand its athletic department, plans to begin competing in women’s basketball and volleyball beginning in the fall of 2015.

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For more information about Life University or Life U Athletics, please contact Craig Deksheniaks, Sports Information Director, at (770) 426-2833.



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## About Life University

Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest in the world. Life University is regionally accredited by the Southern Association of Colleges and Schools (SACS) to award four-year undergraduate and graduate degrees in a variety of health care, science, business and general studies fields, and also has programmatic accreditation through the Council on Chiropractic Education (CCE) and the Accreditation Council for Education in Nutrition and Dietetics (ACEND). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.