



FOR IMMEDIATE RELEASE

Date: May 13, 2025

Contact: Taryn Retzlaff

NSAA Phone: 402-489-0386

LINCOLN, NE — The Nebraska School Activities Association (NSAA) is proud to announce Steve King of Elkhorn South High School as this week's "Above and Beyond" Award recipient. For the past 25 years, Steve has been a beloved and enduring voice of Elkhorn Public Schools, bringing energy, passion, and professionalism to every athletic contest he announces.



From the press box to the dugout, Steve King's dedication is unmatched. He has served as the announcer for varsity football, basketball, volleyball, softball, and baseball—not only at Elkhorn South, but also for Elkhorn High and Elkhorn North. Whether it's a nail-biting Friday night football game or a packed gym on a winter evening, Steve has been there, turning games into unforgettable experiences for athletes, coaches, families, and fans.

Even more remarkable is that Steve has donated his time for decades, continuing his service long after his own children graduated from the district. In the summer, he extends his commitment to the community by umpiring youth softball games, all while balancing a full-time career as a Coca-Cola representative.

Steve brings enthusiasm, excitement, and professionalism to every event. He doesn't seek recognition—he's there to showcase others' talents and help make their moments shine.

That spirit of selflessness is what makes Steve so special. His voice is more than just a familiar sound—it's a symbol of pride, consistency, and community. His upbeat and welcoming presence adds to the positive

atmosphere at contests and helps elevate the student-athlete experience in every possible way.

After 25 years of unwavering service, Steve King's contributions have become woven into the fabric of Elkhorn Public Schools. He has left a lasting impact not only on the programs he supports, but on the many lives he's touched along the way.

The NSAA is honored to recognize Steve King for his extraordinary dedication, spirit of service, and for truly going above and beyond in support of Nebraska high school athletics.