

## **Alabama High School Athletic Association Extends Corporate Partner Contract With Wilson Through 2021**

MONTGOMERY – The Alabama High School Athletic Association (AHSAA) and Wilson Sporting Goods have extended their corporate partner agreement through June 30, 2021, announced AHSAA Executive Director Steve Savarese Wednesday.

The agreement continues one of the AHSAA's longest running corporate partnerships for an additional seven years.

"We are very pleased about extending this important partnership," Savarese said. "Wilson has provided tremendous support for the AHSAA championship events and our member schools. We appreciate the investment this valued partner is continuing to make in the youth of our state and what this means for all our member schools. We are proud that our championships will continue using Wilson equipment."

Savarese said he also wanted to thank AHSAA marketing partner, the Alabama Sports Foundation, for their important role in managing the corporate partner program. With this arrangement, Wilson will continue to serve as the official contest ball partner of the AHSAA.

"Wilson Sporting Goods is committed to high school athletics in the state of Alabama. We are excited to extend our long-term partnership with the AHSAA," said Matt Navarro, Wilson's Regional Sales Manager – East Region. "We are committed to supporting the needs of AHSAA high schools, coaches and student-athletes by providing high quality products that perform at a championship level. Wilson is proud to be the ball of choice in Alabama."

Wilson balls are used in all AHSAA post-season contests, including the recently concluded Final 48 State Basketball Championships and Super 6 Football Championships.

"I understand and appreciate the impact the AHSAA and AHSAA programs have on student-athletes in the state of Alabama," Navarro said. "Under the leadership of Mr. Savarese and his staff, the state of high school athletics is at an all-time high. We are proud to call Mr. Savarese and the AHSAA staff partners and friends. I look forward to continuing our relationship for many years to come."

The current Wilson contract was set to expire May 31, 2014. The contract provides the AHSAA for balls in the following sports: football, boys' basketball, girls' basketball, baseball, volleyball, boys' soccer, girls' soccer, softball and tennis.

With its affiliation with the AHSAA, Wilson is directly supporting the children, schools and communities of Alabama through the AHSAA's revenue sharing program. Over the last four years, \$5 million has been returned to AHSAA member schools. For its distinguished past and promising future, the AHSAA is thankful for the commitment and loyalty of generous partners like Wilson Sporting Goods.

### **About The AHSAA**

The AHSAA serves 412 member high schools and some 320 member junior high/middle schools through its mission of regulating interscholastic athletic competition and promoting interscholastic athletics as a vital part of the educational experience. Since 1921, the AHSAA has provided much more than athletics to thousands of student-athletes throughout Alabama. Student-athletes from every imaginable background have experienced priceless life lessons through the mentoring of dedicated teachers, coaches and administrators.

The AHSAA hosts 24 high school state championship events, including the Super 6 and Final 48 as well as championships in volleyball, boys' and girls' cross country, boys' and girls' swimming and diving, wrestling, boys' and girls' tennis, boys' and girls' soccer, boys' and girls' outdoor and indoor track and field, boys' and girls' golf, baseball and softball, decathlon and heptathlon and endorses cheerleading championships.

[www.ahsaa.com](http://www.ahsaa.com)

## About Wilson

Dedication to performance is how we maintain the trust of players, coaches and affiliations, professional and amateur. Wilson Sporting Goods takes great pride being the official ball of the Alabama High School Athletic Association. We have the incredible opportunity to work with such a great, well respected group such as the AHSAA. We look forward to furthering our relationship with AHSAA. Being a sporting goods company we like to think as athletes. True athletes have the backs of their team mates. Team play is the only way to achieve greatness in a team sports environment. It is an honor to call the AHSAA a team mate of Wilson Sporting Goods Co.

At the heart of sports history for almost a century, no other company has been as influential and intimately involved in shaping the games of baseball, American football, tennis, and golf as Wilson. As the originator of breakthrough technologies, Wilson has produced legendary classics and earned world-wide legitimacy in each sport it participates in. Backed by generations of athletes, Wilson is the true American icon in the world of sports equipment. You can't buy authenticity anymore than you can buy membership in a hall of fame.

Wilson is the world's leading manufacturer of ball sports equipment. Our core sports are baseball, American football, basketball, softball, soccer, volleyball, golf, tennis, badminton and squash. We also provide custom uniforms that are made in the USA. The Wilson business is structured into three business areas: Team Sports, Racquet Sports and Golf, headquartered in Chicago, IL. Wilson employs over 1,600 people globally. Our dedicated sales network serves customers in over 100 countries

Since 1914, Wilson Sporting Goods Co. has been tirelessly creating the world's best equipment and standing behind it. Performance is a given. So too is the fact that each new product has been thoroughly vetted in real game conditions.

We've built a sporting goods legacy. Now it's time to build another. We want to help leave a healthy planet for future generations. It takes teamwork and hard work, two beliefs on which we built our entire company. Therefore, Wilson Sporting Goods Co. is committed to reducing packaging, using recycled and sustainable materials and saving resources throughout the entire process of equipping today's athletes for success.

In ending we all start with our first. Our first glove, our first racket, our first ball or club. Sometimes we choose it or it chooses us. But whatever the choice, we choose to play.

More Wilson. More Win. Get More at [www.wilson.com](http://www.wilson.com)

