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## **A-GAME NAMES FIRST-EVER APPAREL PARTNER**

**FRANKLIN, Tenn.** -- A-Game, the premier sports facility destination in Middle Tennessee, has signed a sponsorship agreement with The Crons Brand™, making Crons the Official Team Apparel Brand of A-Game and all of its teams. In addition, the partnership agreement designates A-Game as the Official Crons Brand Performance Center in Tennessee.

The Crons Brand is a motivational company that uses sports apparel and team gear to reinforce its unique *Come Ready or Never Start* message. It is one of the fastest growing sports apparel brands in the country with nearly 400 schools and organizations in 25 states having worn Crons-branded team apparel. Crons was the only new brand to provide uniforms for a team that qualified for the 2009 NCAA Basketball Tournament—Robert Morris University of the Northeast Conference. The brand was recently named the Official Uniform and Apparel Supplier of the Big South Conference.

“As the place where elite athletes come to train and play, we are seeking to align ourselves with organizations that have a similar philosophy,” said Trigg Wilkes, general manager of A-Game. “We are pleased to be the first in Tennessee to bring this growing, high quality brand to teams. This is going to be a great partnership.”

This is A-Game’s first such sponsorship agreement in the sports apparel category and will give Crons exclusivity in outfitting A-Game teams with uniforms, workout and practice gear and other team accessories. Additionally, Crons will create a retail sports shop within the facility and sponsor A-Game’s Summer Middle and High School Basketball Team Camps.

“We’re absolutely thrilled that The Crons Brand™ is now aligned with one of the premier sports complexes in Tennessee,” said Crons Founder and President Pat Cavanaugh. “The Crons *Come Ready or Never Start* mentality is a perfect fit for the thousands of youngsters and hundreds of teams that are hosted by A-Game every year. We look forward to a partnership that will benefit both Crons and the many, many young athletes and their families that take advantage of such a comprehensive facility.”

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A-Game is the first ever sports facility designated as an Official Crons Brand Performance Center.

Located in Cool Springs, A-Game, formerly known as Southern Ice, is a 170,000-square-foot multi-sport training and destination facility. The facility features two ice rinks, hardwood courts for basketball, volleyball and other activities, a fitness center, Laser Chase and other sports and activities. A-Game is the home to elite travel teams, high-level recreation leagues and numerous high profile regional tournaments. More information can be found at [www.GoAGame.com](http://www.GoAGame.com).

The Crons Brand™, based in Pittsburgh, Pa., specializes in lifestyle and performance team apparel including custom uniforms, practice and workout team packages, and travel gear for coaches and teams. More information can be found at [www.crons.com](http://www.crons.com).