

## SNZ ANNOUNCE BLK AS NEW APPAREL PROVIDER

Softball New Zealand are delighted to announce an exciting new partnership with global apparel provider, Beyond Limits Known (BLK).

This exciting new partnership promotes BLK as the exclusive apparel provider for Softball New Zealand and our ten national male and female teams. The opportunity will ensure national players and supporters are provided quality on and off field apparel through a high-end global supplier.

BLK is synonymous with champion teams across a wide range of codes. The innovative brand is worn by 4,000 teams globally with strong relationships in Rugby Union, Rugby League and Netball. Softball will become the first summer code partner under the umbrella of BLK.

*SNZ CEO, Tony Giles says the partnership is a perfect fit for both organisations. “The BLK sponsorship is a game changer for Softball in New Zealand and will take our sport to new heights both domestically and internationally” says Giles. “ We need to ensure the game flourishes at community level and beyond so that New Zealand can continue to produce world champion teams and perform at pinnacle events globally”*

*BLK Sales Manager, Jamal Thompson says “We are extremely pleased to begin our partnership with Softball NZ and would like to take this opportunity to welcome the players, administrators and fans to the BLK family. As a brand we are committed to assisting both the Black Sox and White Sox brands in achieving their on-diamond goals through the provision of cutting edge, high performance apparel”*

It is a busy and exciting time for softball in New Zealand with membership receiving year on year growth and 9 national teams involved on the international stage during the off season. Of note the Temperzone Junior Black Sox head to Midland Michigan in July for the WBSC – SD World Championships and the New Zealand White Sox will compete at the World Cup in Oklahoma before heading to their World Championships in Vancouver, Canada also in July.

A four year partnership has been struck between SNZ and BLK with terms not disclosed at this time.