



**For Immediate Release**  
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## **DCSAA ANNOUNCES PARTNERSHIP WITH SPALDING**

**Washington, DC --** The District of Columbia State Athletic Association (DCSAA) is pleased to announce a three-year partnership with Spalding, a division of Russell Brands, LLC to become the association's official ball for six of its premier sports beginning in the fall of 2013.

The new partnership names Spalding as the "Official Ball" of DCSAA baseball, boys' basketball, girls' basketball, football and volleyball. In addition, Spalding's softball brand, Dudley, becomes the official ball of DCSAA softball.

"We are proud to partner with a manufacturer that is held in such high regard throughout the athletics industry," said Clark Ray, statewide director of the D.C. State Athletic Association. "Spalding's contributions will allow our city's youth athletes the use of top-of-the-line equipment in competition."

Under the terms of the agreement, Spalding and Dudley will be the "Official Ball" of DCSAA baseball, boys' and girls' basketball, football, softball and volleyball through June 2016, and will be used exclusively in each sport's postseason play. In addition, Spalding will become title sponsor of the Most Valuable Player award for each state championship game.

"We are committed to helping our nation's youth chase their dreams in athletics," said Paul Sullivan, Spalding's Executive Vice President of Sales and Marketing. "We could not be more excited than to partner with the schools of our nation's capital and help these students achieve success on the playing fields and courts and in the classroom."

To learn more about the District of Columbia State Athletic Association, visit [www.dcsaasports.org](http://www.dcsaasports.org). For information about Spalding, visit [www.spalding.com](http://www.spalding.com).

### **About the District of Columbia State Athletic Association**

The mission of the District of Columbia State Athletics Association (DCSAA) is to serve member schools and the maximum number of their student-athletes by providing leadership and support for interscholastic athletic programming that will enrich the education experiences of all participants.



The DCSAA preserves and promotes the educational significance of interscholastic athletics by providing for fair competition between member schools; promoting sportsmanship and ethical behavior; establishing and enforcing standards of conduct for student-athletes, coaches, administrators, officials and spectators; protecting the physical well-being of student-athletes and promoting healthy adolescent lifestyles; and promoting participation of female and disabled students on member teams.

### **About Spalding**

A Division of Russell Brands, LLC, Spalding is the largest basketball equipment supplier in the world, and America's first baseball company. Spalding® is the official basketball of the National Basketball Association (NBA) and Women's National Basketball Association (WNBA), the official backboard of the NBA and NCAA, the official baseball of the Little League World Series and the official volleyball of King of the Beach. In addition to being the leading producer and marketer of basketballs, footballs, volleyballs and soccer balls, Spalding produces softballs under the Dudley® brand. The SPALDING® and DUDLEY® trademarks are owned by Russell Brands, LLC. For more information, visit [www.spalding.com](http://www.spalding.com).

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