



PRESS RELEASE

FOR IMMEDIATE RELEASE

NEW OFFICIAL BRANDING PARTNER FOR FLORIDA REGION APPAREL!

Baker's Sporting Goods out of Jacksonville, FL will now be the official apparel-branding partner through 2020.

Eustis, FL – December 11, 2017 – The Florida Region of USA Volleyball is proud to announce a new partnership with Baker's Sporting Goods as the Official Branding Partner for all Team Florida HP All-Star gear and apparel.

Baker's Sports will embellish all gear and apparel for Team Florida. These all-star indoor, beach, and sitting teams represent the Florida Region at national and international competitions during the year. Athletes that compete on these teams will benefit directly by this partnership in the form of reduced participation fees to play with Team Florida along with the added confidence of wearing professionally branded apparel. In addition, Baker's Sports will fund a \$1,000 scholarship in their company name each year for a high school senior that is a member of the Florida Region.

Josh Baker, President of Baker's Sports, Inc. said, "Baker's Sports is proud to be the Official Branding Partner for the Florida Region of USA Volleyball. Our in house production capabilities including our state of the art custom uniform sublimation department make us a perfect fit for their organization. I am looking forward to a long standing relationship where both parties continue to be the premier entity in our respective fields of expertise."

"We are glad to have Josh Baker and his team at Baker's Sports joining our Florida Region team as a corporate partner", commented **Steve Bishop**, President of Florida Region. "They have been in business here in Florida for 20 years and they are a great fit for our official branding partner. Their Florida location and their ability to handle all embellishments in-house was a leading reason for their selection by our internal review committee. We look forward to working with the team at Baker's Sports and introducing them to our Florida Region members in 2018."

About Baker's Sporting Goods:

Baker's Sporting Goods is one of the largest team sports dealers in the southeast. Today they have a 25,000+ sq. ft. production facility with 16 sales representatives to service Florida, Georgia, South Carolina, and Alabama. Their experienced staff is committed to providing the best possible customer experience for all sporting goods needs. From outfitting your team, league or just a new pair of shoes, you can always expect skilled knowledge and caring customer service from your team sports experts. Additional information on Baker's Sporting Goods can be found at: www.bakerssport.com.

About Florida Region of USA Volleyball:

The Florida Region of USA Volleyball is a 501c3 non-profit that began operations in the 1960's and was officially incorporated in 1982 to promote the sport of volleyball and to create competitive playing opportunities for volleyball enthusiasts of all ages throughout the State of Florida. The Florida Region is one of the 40 regional volleyball associations under the umbrella of USA Volleyball and currently serves over 14,500 members. Indoor and outdoor programming is available for adults, juniors, coaches and officials. The Florida Region of USA Volleyball headquarters is located in Eustis, FL. Additional information on the Florida Region can be found at: www.FloridaVolleyball.org.

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