



## **ADVENTURE SPORTS & ENTERTAINMENT ANNOUNCES PARTNERSHIP WITH RUTHLESS SOFTBALL TO PROVIDE PREMIUM TRAINING + TRYOUT FACILITIES**

*Zone Laser Tag and Art Attack Signed as Additional Partners*

**JACKSON, N.J., (May 2, 2018)** – Adventure Sports & Entertainment, a \$21M+, state-of-the-art, youth-sports and entertainment complex in Jackson, N.J., has signed an agreement with renowned softball training program, Ruthless Softball. Led by 2x Olympic gold medalist Crystl Bustos, Ruthless Softball will host tryouts, clinics and tournaments at Adventure Sports & Entertainment’s new indoor/outdoor facility. Adventure Sports & Entertainment has also signed agreements with Zone Laser Tag and Art Attack to provide a first-class laser tag experience for its guests.

“Partnering with Ruthless Softball is an incredible opportunity for Adventure Sports & Entertainment to become a premier Olympic-quality training center for aspiring softball players of all levels, as well as for athletes in other sports,” said Allan Proske, CFO Adventure Sports & Entertainment. “Ruthless and our other partners will play a major role in helping expand our extensive sports training programs for athletes of all ages and experiences.”

Considered one of the country’s top training and preparation programs, Ruthless Softball, part of the Ruthless Sports Training program, provides a constructive, values- based learning environment on and off the field to prepare and challenge athletes to compete at the top of their game. Bustos and her coaching staff comprised of current and former Olympians and professional softball players will team up with local coaches and players to develop emerging talent through hands-on training and clinics.

“Hosting our multi-level Ruthless Softball programs at the Adventure Sports & Entertainment facility gives us a great opportunity to share our 20+ years of quality training experience and prepare athletes of all ages and abilities on the East Coast to play at the next level,” said Crystl Bustos, founder Ruthless Softball.

New Jersey Ruthless expects to play tournaments and showcases for college exposure and will hold tryouts in Jackson this Summer for 10u/12u and 14u level teams. Adventure Sports & Entertainment will also partner with USA Softball Women’s National Team member and Olympian Monica Abbott to host additional pitching clinics.



Adventure Sports & Entertainment has also partnered with Laser Tag by Zone (aka Zone Laser Tag), the world's largest laser tag supplier, to provide its facilities with the most technologically advanced equipment and gaming systems available. Art Attack, a leading entertainment theming and design firm, has also signed on as a partner to create a Jersey Shore-themed laser arena.

“Our new partnerships with Ruthless Softball, Zone Laser Tag, and Art Attack are key elements in creating a unique, year-round sports and entertainment destination for our guests,” added Proske. “As we seek and secure additional investments, we will continue expanding our offerings making adventure Sports & Entertainment the most desired multi-day ‘play and stay’ complex in the New York Metro area.”

Located next to Six Flags Great Adventure, Adventure Sports & Entertainment will be centrally located between the New York metro area, the New Jersey shore, and Philadelphia, making it easily accessible for millions of visitors annually. It is a vital part of the Jackson Crossing complex being developed by Cardinale Enterprises of Jackson, NJ.

For more information about Adventure Sports & Entertainment, please visit [www.adventuresportsandentertainment.com](http://www.adventuresportsandentertainment.com).

#### **About Adventure Sports & Entertainment, LLC**

Adventure Sports & Entertainment, LLC in Jackson, NJ, ([www.adventuresportsandentertainment.com](http://www.adventuresportsandentertainment.com)) is a state-of-the-art, play and stay youth sports destination for athletes and visitors from the Tri-State area and across the country. Situated on approximately 87 acres, this unique indoor/outdoor facility features an 89ft. high, 117,000sq. ft. sports bubble connected to a 45,000sq. ft. recreational facility, which will house four multi-use indoor turf fields, five full-sized convertible basketball/volleyball, a flexible multi-use outdoor turf field, rock climbing wall and ropes courses, sports bar/ food concession areas, premium Jersey Shore-themed laser tag experience and full arcade area, multiple party rooms, speed/agility recovery areas and retail space. Conveniently located next to Six Flags Great Adventure, Adventure Sports & Entertainment is centrally located between the New York metro area, the New Jersey shore and Philadelphia making it easily accessible for millions of visitors annually. Where the Adventure Begins.

#### **About Ruthless Softball**

Ruthless Softball ([www.ruthlesssoftball.org](http://www.ruthlesssoftball.org)) is geared at getting athletes ready to play and compete at the collegiate level. This is done through a high level of on-going training and dedication by both the girls and the coaching staff. Unique to Ruthless, all coaches are personally trained by Crystl Bustos and her staff to ensure uniformity in coaching across the country. Girls with the Ruthless organization are dedicated to improving their game, while also keeping up with their studies; the average GPA of a High School Ruthless Athlete is 3.4.

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