

## Ignite Hoops Nets Adidas as Sponsor

ARLINGTON HEIGHTS, Ill. (February 28, 2019) -- Ignite Hoops, the northwest suburbs' premiere youth basketball program dedicated to training the whole athlete, announced a new partnership with Adidas. The multi-year partnership will support Ignite Hoops' young athletes by providing more affordable products, apparel, equipment and accessories for athletes at all levels of competition.

"We're thrilled for our program to be recognized in this way by Adidas," said Jana Balis, Director of Ignite Hoops. "As a faith-based program that focuses on building up young athletes' skills while helping them become people of strong character, this partnership allows us to make our program more accessible to a greater number of athletes." Today, more than 1,500 young athletes have been involved in the Ignite Hoops program.

Adidas will be the exclusive apparel sponsor for the elite competitive travel basketball program as part of the arrangement.

"We are very excited about this sponsorship and look forward to sharing with our families and serving our athletes better," said Balis.

Ignite Hoops was founded in 2015 with the goal of training the youth of Chicago's northwest suburbs with a fast-paced, high-intensity basketball program that offers competitive team experiences. This competitive elite program encourages respect, leadership, humility, teamwork and confidence, taught by trainers and professional coaches on and off the court who know the game, have played the game, have coached

the game and incorporate their faith into their leadership. Today, more than 1,500 young athletes have been involved in the Ignite Hoops program.