



Belmont Abbey
COLLEGE

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FOR IMMEDIATE RELEASE OCTOBER 5, 2017

BELMONT, N.C. – Belmont Abbey College has signed a multi-year contract establishing BSN Sports as the school's official supplier of Nike team uniforms, footwear, and apparel, Director of Athletics Stephen Miss announced today. The deal will keep the Crusaders exclusively in Nike products through the 2022-23 athletic year.

Belmont Abbey and BSN have had an informal relationship for more than a decade, during which time the school has received a competitive pricing structure and other added-value enticements.

"Formally partnering with BSN and Nike is the logical next step in the rebranding campaign of Belmont Abbey College Athletics," Miss said. "In today's constantly-evolving landscape, long-term success depends upon solidifying strategic partnerships with organizations that measurably increase brand awareness and enhance brand image. We believe this arrangement both strengthens our brand and better positions our students, individually and collectively, to achieve peak performance academically, spiritually, and athletically.

Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel and equipment. A division of Varsity Brands, BSN SPORTS markets and distributes its products to over 100,000 institutional and team sports customers in colleges and universities, middle and high schools, and recreational programs throughout the United States via catalog, e-commerce, and direct sales. Focused on providing game-changing solutions through local partnerships, multi-brand selection and one-stop shopping for equipment and uniforms, BSN SPORTS' more than 1,600 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS please visit www.bsnsports.com.

Founded in 1876 by Benedictine monks, Belmont Abbey College focuses on the development of the whole person in mind, body and spirit. Located just 10 miles west of Charlotte, N.C., the College is currently home to more than 1600 students. For more information, visit www.belmontabbeycollege.edu.