



The Nebraska Coaches Association (NCA) is pleased to announce that Russell Athletic will continue its relationship as the “Official Apparel Provider” of the NCA through 2016. Russell Athletic will also become the title sponsor of the new NCA – Russell Most Valuable Teammate Award presented at the annual NCA All-Star games.

“Russell Athletics is very please to continue our relationship with the Nebraska Coaches Association as the official uniform and apparel provider. We look forward to finding new ways to expand our partnership,” explained Jim Hoffman, Senior Sales Account Executive for Team Sports with the Russell Athletic Group.

With the new extended agreement, Russell Athletic is expanding their sponsorship by providing a “Most Value Teammate Award” for each NCA All-Star team. The NCA sponsors All-Star pre-game camps and games for Boys and Girls Basketball, Volleyball and Softball. Unlike a “most value player award”, this award will be presented to a player on each all-star team that best exhibited the following skills throughout the entire all-star experience:

- *Willingness to be Coached*
- *Leadership On and Off the Court or Field of Play*
 - *Placing Team Above Themselves*

“Russell Athletic has been a loyal friend and provider of the NCA for a number of years. We are very grateful that they are willing to continue and expand our relationship for several more years. We appreciate the quality uniforms and apparel they provide for the NCA All-Star games and Multi-Sport Clinic” cited Darin Boysen, Executive Director of the Nebraska Coaches Association.