



## FOR IMMEDIATE RELEASE

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## **Champion System SIGNS ON AS OFFICIAL CUSTOM APPAREL SPONSOR ACROSS ALL PACIFIC SPORTS LLC PROPERTIES**

*Customized designs will represent each event on the schedule*

LOS ANGELES, Calif. – November 26, 2013 – Pacific Sports LLC and Champion System today announced that Champion System has been named the Official Custom Apparel Supplier of Pacific Sports events beginning with the February 23, 2014 [Rose Bowl Half Marathon](#). More than 18,000 participants in the nine triathlon, cycling and running events produced by [Pacific Sports LLC](#) will now have the opportunity to purchase custom technical apparel from [Champion System](#) with a graphic design representative of each event.

"We offered Champion System customized apparel at our events last year and it was a huge hit. It just made sense to both of us to continue the relationship and seize the opportunity to offer our competitors the best customized, handmade technical apparel in the world," said Pacific Sports President Jack Caress. "Partners like Champion System not only allow us to brand each event, but their apparel brings a world-class persona to our events."

The agreement with Champion System includes jerseys and kits, and custom running wear for the run events. An official event kit will be available for all participants in every Pacific Sports event and can be purchased online through the event's website. Branding and marketing opportunities for Champion System include course signage, VIP hospitality, and online promotions through the event websites and social media platforms.

"We are excited to be the official apparel supplier to Pacific Sports for another consecutive year," said Scott Kaylin, co-founder of Champion System. "Pacific Sports' line up of endurance sporting events blends perfectly with our company's passion for multisport, cycling and running. Our extensive custom apparel lines allow participants a variety of quality clothing choices."

### **About Champion System**

Champion System, a worldwide leader in custom technical apparel, was founded in 2005 and has quickly

earned the reputation as a company offering the finest quality handmade garments for a wide range of sports and activities. Strong customer relationships and close collaboration with the world's top athletes has been the key to Champion System's success. Its distinctive and stylish garments are worn by Olympians, National and World Champions, and recreational athletes of all levels. Champion System's goal is to allow the customer to be their own brand and be known for its commitment to pioneering innovative, race-proven garments that can be customized with virtually any design. It has revolutionized sublimation printing, redefined garment construction and simplified the custom ordering process. With offices in 22 countries Champion System continues to set the standard in the custom apparel industry. More information: <http://www.champ-sys.com/>

### **About Pacific Sports LLC**

Founded in 1983 and based in Orange, CA, Pacific Sports LLC is a premier sports consultation firm, specializing in event production, management, and corporate sports marketing development. Having produced more than 300 sports events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships, Pacific Sports LLC is dedicated to helping participants in all its events live an active lifestyle through the creation, development and management of participant and endurance sports including those of running, swimming and cycling. In 2014, the firm will produce 10 events around the country including the [Herbalife Triathlon Los Angeles](#), [L'Etape du California](#), [Cleveland Triathlon](#), [Triathlon Eugene \(OR\)](#), [Rose Bowl Half Marathon](#), the [Long Beach Triathlon](#), the [Brooklyn 15K](#), [Newport Beach Triathlon](#) and the inaugural [Brooklyn Triathlon](#). More information: [www.pacificsportsllc.com](http://www.pacificsportsllc.com).

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