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# NEWS RELEASE

F O R I M M E D I A T E R E L E A S E

## **COA and Wilson Renew Football Sponsorship**

**Sacramento, CA** . . . The Community College League of California Commission on Athletics (COA) today announced a partnership renewal with Wilson Sporting Goods through the year 2008. The terms of the agreement state that Wilson will be designated as the "Official Ball" of the COA Football Championship.

Chicago-based Wilson Sporting Goods Company is one of the world's leading manufacturers of sports equipment. The company designs, manufactures and distributes advanced equipment that helps all players improve their performance. Wilson's core categories include Football, Basketball, Baseball, Softball, Bats, Volleyball, Soccer, Youth Sports, Uniforms/Apparel, Golf, Footwear, and Racquet Sports (Tennis, Racquetball, Squash, Badminton and Platform Tennis).

The partnership provides Wilson with signage rights, public address announcements and print advertising at the COA's football title game.

Wilson will provide the official ball of the state championship game, scheduled for December 9, 2006 at Grizzlies Stadium in Fresno, CA. The winners of the Northern California and Southern California championship playoff games advance to the Commission on Athletics Football Championship.

"Wilson is thrilled to renew this partnership with the COA," said Bill Butler, Western Regional Sales Manager for Wilson Sporting Goods. "We are committed to making the best quality game football and appreciate the opportunity to align ourselves with such a great organization."

To learn more about Wilson and its wide-range of sporting goods, visit [www.wilsonsports.com](http://www.wilsonsports.com).

### About the COA:

The Community College League of California Commission on Athletics (COA) is a non-profit organization per IRC Section 501 (c)(3). As authorized by the State Legislature, the Education Code provides the COA the opportunity and authority to establish the rules and regulations to administer the athletic activities of the nearly 25,000 student athletes at California's community colleges. To view the latest news, information, and updates of all 23 COA-sanctioned sports, visit [www.coasports.org](http://www.coasports.org).

**COA**