

January 2017

## NEW BALANCE: Now Official Footwear Provider of NCBA & NCSA

Pittsburgh, PA - It is with great excitement that the National Club Baseball and Softball Associations announce that NEW BALANCE is now the official footwear provider for their leagues. Each player in either association can take advantage of the discounts and deals that only the NCSA & NCBA can provide.

New Balance was founded back in 1906 and started out as a simple company that manufactured arch supports in the Boston area. The company soon moved in to making customizable shoes specifically for runners. This vision of innovation has served New Balance well as they now are an international corporation with factories and distributions all over the world.



“I am absolutely thrilled to have New Balance as the official footwear sponsor of the NCBA and NCSA” says Alex Kane, New Balance Sponsor Account Manager. “New Balance makes quality cleats and footwear at an already affordable price, and now our athletes will be able to receive an even greater discount with them as the official footwear sponsor. Having played in the NCBA for three years, I know what it’s like to be on an entirely self-funded team. By adding New Balance as the official footwear sponsor of the NCBA and NCSA this will help decrease the out-of-pocket cost for many of our student-athletes!”

The NCSA & NCBA are looking forward to offering some exclusive prices to their players. This includes 25% off all cleats and a dedicated online stores where orders can be placed. Teams can choose from a wide variety of footwear: from cleats, to turf shoes, to trainers. In addition, should teams wish to make an order of 10 or more items, they are encouraged to contact Alex Kane, as he would be able to save teams more money through a bulk order.



NCBA store: [Click Here](#)  
NCSA store: [Click Here](#)

For questions about orders, contact Alex Kane at:  
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