



Media Release

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Basketball Victoria signs Molten to a Major Sponsorship

Basketball Victoria (BV) is pleased to announce the signing of Molten to a three-year Major Sponsorship that will see one of the world's largest basketball manufacturers as a Major Sponsor and the Official Basketball of Basketball Victoria, the Victorian Junior Basketball League (VJBL) and Basketball Victoria Country (BVC).

Under the new agreement, Molten will be integrated across key BV programs and events state-wide, from grassroots through to elite representative level. Molten will be producing custom competition balls for a number of programs and will produce a new ball to be used exclusively in the VJBL competition. The new ball is a model never seen before in Australia, and promises to ignite excitement throughout the junior ranks. Each team that plays in the VJBL will be given a new competition ball free of charge in each year of the agreement. With 1,005 teams entered in the VJBL competition for 2011, this is a significant contribution from Molten.

The new partnership reinforces the commitment that Molten have to basketball in Australia. Molten Manager David Fletcher said of the new deal: "We're delighted to be building upon the strong relationship we've had with BV over the previous several years, and we look forward to doing great things together for basketball in Victoria."

Wayne Bird, CEO of Basketball Victoria is thrilled to be extending the partnership for another three years and to be including the VJBL and BVC. "Molten have been a valued partner of BV for many years and we're looking forward to helping them leverage their position as the premier competition ball in Australia through their significant involvement in our core programs state-wide."

For further enquiries, please contact:

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