



## PRESS RELEASE

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### SELECT UNIFORMS AND EQUIPMENT AND COACHES ACROSS CONTINENTS ANNOUNCE THE EXTENSION AND EXPANSION OF THEIR PARTNERSHIP

Select® Uniforms and Equipment (a division of Varsity® Brands Inc. of Memphis, TN) and Coaches Across Continents (CaC) have announced the expansion of and an extension to their partnership started in 2008.

Varsity Soccer, which markets Select Uniforms in the United States, partnered with CaC in 2008 to help develop soccer social responsibility programs in Africa. Select products were provided to CaC programs in Malawi, Tanzania and Kenya.

In 2010, Varsity Soccer will be the designated Hat-Trick Partner for the CaC program based in Kampala, Uganda. The “Friends of Orphans” (FRO) sports-for-peace development program, helps young men and women in the war zones of Northern Uganda. With CaC, FRO targets the reintegration into society of child soldiers, youth abductees and orphans through soccer coaching and play.

“Here in the United States, we are so lucky to have well-organized soccer programs, with great facilities and equipment” says Phil Holdsworth, general manager of Varsity Soccer. “We saw a great opportunity to get involved with a highly respected and award-winning humanitarian program that enriches lives through soccer throughout Africa. We are proud to expand our relationship with CaC by becoming a key partner in the new Uganda initiative.”

Nick Gates, founder and president of CaC adds, “Varsity have been a valuable partner for our programs in Malawi and Tanzania over the past couple of years and this expanded relationship will mean boys and girls in our key development programs in Uganda will benefit from new soccer equipment and apparel. We are delighted to have Varsity Soccer as a partner as we develop our Uganda efforts.”

Holdsworth adds, “We see a fantastic opportunity to link our club, school and college programs to the CaC program in Uganda. We hope to provide a vehicle for members of our partner organizations to get directly involved in the enhancement of lives of children who have and continue to face great hardships.”

For more information on Varsity Soccer or Coaches Across Continents you can visit our websites:  
[www.selectgear.com](http://www.selectgear.com) and [www.coachesacrosscontinents.com](http://www.coachesacrosscontinents.com)

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