



## For Immediate Release

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## **CHAMP® Spikes Has Good Results at Collegiate Events in Vegas**

*Marlborough, MA* – CHAMP, The World Leader in Sport Cleat Technology®, returns from two collegiate events with positive feedback in Vegas. CHAMP participated in the National Golf Coaches Association Convention as well as the Golf Coaches Association of America Convention.

The NGCA welcomed the #1 Brand on Tour with positive reactions and strong interest from coaches who attended in partnering with the CHAMP spikes. This was the first year CHAMP participated in the NGCA.

At the GCAA it was the 3rd year of sponsorship for CHAMP. An event that is always at top attendance proved to be quite worthwhile with both current and new teams showing and interest in CHAMP spikes.

"Each time we meet with the GCAA our relationships grow stronger. We were pleased to add the NGCA conference this year as the reaction to our participation also was incredibly positive." states Jess Aversa, Marketing Manager. "The coaches are always receptive to us being there and we were able to reconnect with current CHAMP supporters and meet new teams interested in wearing our spikes. We want to thank both the NGCA and GCAA for this opportunity. Collegiate golf will be an area that we will definitely be working to grow in the upcoming year."

CHAMP is the premiere brand of MacNeill Engineering Worldwide, which has been designing and manufacturing athletic footwear components since 1931. The Company has been a pioneer in cleat technology since it introduced the world's first locking spike: SURE-LOK. Since then, MacNeill Engineering has grown to be The World Leader in the Sport Cleat industry with revolutionary offerings which include the CHAMP Q-LOK System®, the CHAMP TRI-LOK® system, as well as the most complete line of innovative spikes in the world, including the CHAMP Scorpion STINGER™ spikes and CHAMP Scorpion Spike®.

## **The World Leader in Sport Cleat Technology®**