



PARTNERSHIP ANNOUNCEMENT

FOR IMMEDIATE RELEASE | TUESDAY, AUGUST 27

Northwest Designs Announced as the Official Merchandise Provider of the Alberta Schools' Athletic Association.

The Alberta Schools' Athletic Association is the governing body that oversees amateur athletics in high schools for the province of Alberta. It is a voluntary, non profit organization that has 400 member high schools. Today it announced that it has signed a multi-year Partnership with Northwest Designs as the Official Merchandise Provider of ASAA Championships.

Northwest Designs will be on site at every tournament –providing a wide selection of apparel offerings and giving each athlete, parent and fan the opportunity to customize their garments on demand. In addition, all Championship Gear will be available for purchase online before and after the tournament. Their ability to print all the products on demand means they will have sufficient inventory and make sure no one goes home without an item! They are also excited to unveil their Unique Dri-Fit “NWD” Product Line that will offer something new.

“We are thrilled to partner with Northwest Designs; their ability to be onsite at the championships changes the experience for our student-athletes” said John Paton, Executive Director for the ASAA. “The quality of their products, along with excellent customer service empowers us to not only provide our stakeholders with the products they need, but generates excitement at our events”.

“We are so excited to be able to provide the best merchandise experience to the student-athletes, Families, and Fans of Alberta. There is so much work that goes into making these Championships memorable and we want to be able to make sure the merchandise experience is top notch for Provincials. We have had many partnerships in Alberta in the past with a great response at our merch booth—we know partnering with the ASAA gives us the opportunity to extend our positive impact.” said Victor Sviridyuk, Director of Sales & Business Development for Northwest Designs.

ABOUT ASAA

The ASAA is a voluntary, non-profit organization that was established in 1956 to coordinate a program of worthwhile athletic activities for the young people of Alberta in an educational setting. The ASAA now oversees the coordination of provincial championship events in 11 sports for Alberta’s high school student athletes. Involving over 55,000 student athletes and 10,000 volunteer coaches across 400 high schools, the ASAA believes in creating tomorrow’s leaders through high school athletics.

ABOUT NORTHWEST DESIGNS

As the original on-site event apparel company since 1983, Northwest Designs specializes in on-site & online event specific apparel at the largest Provincial & National Championships in the country. Today we partner with 10+ National Governing Bodies, The Largest Girls Hockey Tournament in the world & we look forward to welcoming the Alberta Schools' Athletic Association to our growing list of successful long-term partnerships. To learn more please check us out online at <https://nwdinc.ca/>

