



FOR IMMEDIATE RELEASE

February 19, 2016

**OHIO CROSSOVER ANNOUNCED AS WINNER OF POINT 3 BASKETBALL
“GET SPONSORED” CONTEST**

Cincinnati-based AAU squad wins head-to-toe POINT 3 basketball gear and other prizes

ATLANTA, GA (February 19th, 2016) – POINT 3 Basketball announced the final results of its national “Get Sponsored” sweepstakes today, with Cincinnati’s Ohio Crossover basketball program being randomly selected as the grand prize winner of the contest. Ohio Crossover’s entry was pulled from more than 1,000+ overall entrants.

Per the terms of the contest, Ohio Crossover’s entire squad will be outfitted head-to-toe in POINT 3’s performance basketball gear featuring DRYV® Technology, which allows players to effectively dry their hands and face right on their gear. The team will also earn entry into a top youth basketball tournament, and be featured in a high-quality photoshoot. The team will also be covered throughout the 2016 summer season on POINT 3’s blog, email, and social media platforms.

“I was overjoyed and in total disbelief when I found out that we won,” said Ohio Crossover head coach Brian Callahan. “We tried to enter the contest last year but we were too late, so when we found out we won this year, we couldn’t believe it....this is huge for us.”

Callahan’s Ohio Crossover team is a high-quality program that has been nationally-ranked for two out of the past three years in the 11th grade AAU age category. Now, with POINT 3’s assistance, the team will look to elevate its performance even higher.

“We love our Get Sponsored program because it gives us the opportunity to outfit new programs from all different levels of the game,” said POINT 3 VP of Marketing Mikko Simon. “The fact that Ohio Crossover is a top-flight team makes this year’s contest winner that much more exciting.”

For more information on Ohio Crossover and POINT 3’s 2016 #DRYVTour, individuals are encouraged to visit <http://www.point3basketball.com> for up-to-date news on the partnership.

* * *

POINT 3 Basketball (www.POINT3Basketball.com) is the world’s fastest growing performance basketball apparel brand, dedicated to helping ballplayers own the court in critical moments. Founded in 2010, POINT 3’s exclusive focus on the on-court needs of the basketball player led to the development of DRYV® Moisture Control, a patented textile technology designed to absorb moisture where ballplayers need it most. POINT 3 is the Exclusive Outfitter for Atlanta Hawks Youth Programs and over 300 basketball programs nationwide. POINT 3 apparel can be found online at www.POINT3Basketball.com and through a network of Alpha ambassadors across the country.

Contact:

Matt Stallknecht
POINT 3 Basketball
Main Phone: (484) 994-9227
Corporate Office: (855) POINT03 (764.6803)
Email: matt@point3basketball.com

POINT 3 Basketball | 449 Moreland Avenue #201 | Atlanta, GA 30307
Ph: (855) POINT03 (764-6803) | Fax: (480) 772-4791 | Email: info@point3basketball.com
www.point3basketball.com