



G R E A T N E S S I S W I T H I N

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT:

Meredith Harris (212) 239-0990

Meredith.Harris@Everlast.com

EVERLAST UNVEILS 2012 USA OLYMPIC BOXING COMPETITION OUTFIT AND FOOTWEAR



New York, NY – July 24, 2012 - [Everlast](#), exclusive partner of the USA Olympic Boxing Team, unveils official team competition apparel and footwear for the 2012 London Olympic Games.

As a long time partner of USA Boxing and all of the organization's grassroots initiatives, Everlast will provide each member of the USA Olympic Boxing Team with a special Olympic competition outfit (consisting of a tank top and boxing shorts), competition footwear, personalized walk-out robe and warm-up jumpsuit. Each member of the coaching staff will wear the USA branded warm-up suit as well.

"The foundation of each successful boxing champion begins to take shape at the amateur level," said Matt Cowan, Executive VP, Sales,

Marketing & Product Development for Everlast. "It is our mission at Everlast to show support to these young athletes and assist them from the early stages of their amateur careers through their proudest moments as Olympians. We are very proud of the 12 young men and women representing our country in these games and are confident that they will be up to the task ahead of them."

"Partnering with Everlast gives us confidence and peace of mind because we know that our athletes will represent their country having trained with the best equipment, apparel and footwear the sport has to offer" said USA Boxing Executive Director Anthony Bartkowski. "Everlast is the most trusted name in boxing and there is no other brand we'd rather wear in London."

The 2012 Olympics are the first Games to recognize women's boxing as an official sport and the US Boxing Team has qualified three women competing in each of the official weight classes. Coupled with the nine men who will be competing across nine weight classes for elusive Olympic medals, Everlast will be outfitting more amateur boxing athletes at the London Games than any other country.

Everlast equipment and apparel is available at sporting goods retailers nationwide.