



The Longoni Brand Joins the Atlantic Challenge Cup

Today, the IBPF announced that the Longoni brand has agreed to support the upcoming Atlantic Challenge Cup.

“It’s a great pleasure for us to support the Atlantic Challenge Cup 2019 as we did for the 2018 edition in the USA,” said Longoni Manager Pierluigi Longoni. “Giving visibility to our young generation of players has to be a priority of the whole billiard industry, like it is for us.”

IBPF President David Morris said, “I am pleased to welcome the Longoni brand as a partner in this event and I am sure their involvement will help promote the ACC in Italy this November. Longoni is a brand recognized throughout the world and to team up with them for this event is a delight. They have become the Ferrari of the cue world and are especially proud to have this event take place in Italy.”

Longoni, started in 1945, is responsible for creating many innovative cue technologies. With the company’s success established in and around Italy, the company began exporting cues to the USA in the 1960s.

Launched by the European Pocket Billiard Federation and the Billiard Congress of America in 2015, the Atlantic Challenge Cup pits the best of youth from Europe and America in a Mosconi Cup style event in a race to 11 with a possible 21 total matches. Six players on each team, four boys and two girls, will battle it out to see who will have the bragging rights across the Atlantic.

The event will be shown in its entirety live on the EPBF social media channels with more information to follow.

More information can be found at AtlanticChallengeCup.com, or visit the official Atlantic Challenge Cup Facebook page.

Press release issued by the EPBF Press office, contact press@epbf.com.