



MEDIA RELEASE

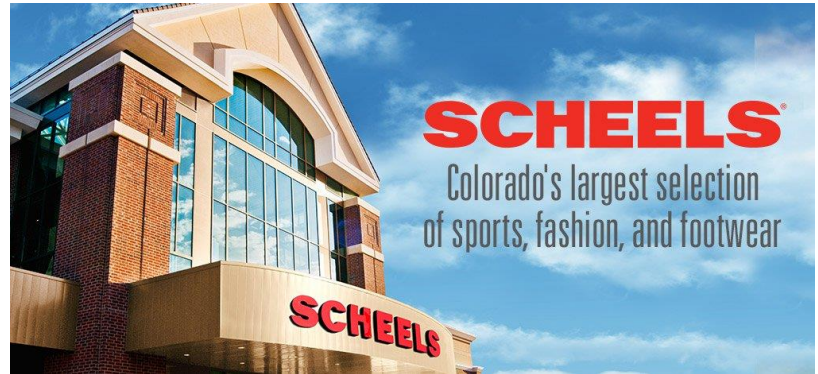
WINDSOR, CO - **Power 2 Play Sports** is pleased to announce **SCHEELS** as the title sponsor of the **SCHEELS FALL FINALS** which will be the culmination of the Power 2 Play Sports fall basketball boys' and girls' leagues and tournaments, including local leagues and tournaments and regional leagues and tournaments in Sterling, CO, Colorado Springs, CO, Wyoming, Nebraska, Utah, New Mexico, Kansas, and Texas. Currently, there are approximately 125 teams registered for the local tournaments and leagues and over 350 teams registered in the regional leagues and tournaments. It is anticipated that over 150 teams will compete in the **SCHEELS FALL FINALS** to be hosted at Power 2 Play Sports in Windsor, CO December 14-16, 2018.

"Power 2 Play Sports is proud to partner with Scheels in connection with the **SCHEELS FALL FINALS**," said Michael Peterson the Founder and Owner of Power 2 Play Sports. "We believe that we have the premiere family sports destination facility in the Region and we are thrilled to be able to host this fall basketball series and finals with **SCHEELS**. At Power 2 Play Sports and **SCHEELS**, we have a mutual commitment to first class customer service and to being advocates for and supporters of youth sports."

"At SCHEELS, our goal is to be the best retailer in the eyes and minds of our customers, associates and business partners," said Janae Burich, the local **SCHEELS** Marketing Leader. "We are proud to partner with Power 2 Play Sports on such a tremendous opportunity for these terrific players, families and coaches from Northern Colorado and throughout the Rocky Mountain Region."

About Power to Play Sports: www.powertoplaysports.com: The P2P sport facility is 53,000 square feet, with 10,000 square feet of family destination entertainment area which includes 7 big screen TV's, concessions, team store, athletic trainer office, conference rooms, restrooms, outdoor north and south patio's, corporate office for P2P Sports, WIFI throughout, and 4 zones of music throughout the building! Add in 6 courts of basketball and volleyball courts, and nearly 200 parking spots, it's the premier family destination facility in the region!

SCHEELS®



About Scheels: **SCHEELS** is one of the largest sporting goods stores in America with over 115 years of retail experience with a superior quality of customer service and philanthropic support. As an employee-owned, privately held business, **SCHEELS** dedicates their consistent success to empowered associates, leaders, and partners who think and make decisions for their individual stores and the entire company. **SCHEELS** also gives back to the local communities through sponsorships, donations, and volunteer hours to local charities and non-profit organizations. Currently, SCHEELS has 27 locations in 13 states, including North Dakota, Illinois, Iowa, Minnesota, South Dakota, Montana, Wisconsin, Nebraska, Nevada, Utah, Kansas, Colorado, and Texas.

SCHEELS®