



RUBENSTEIN PUBLIC RELATIONS
1301 AVENUE OF THE AMERICAS
NEW YORK, NY
WWW.RUBENSTEINPR.COM

RUBENSTEIN PUBLIC RELATIONS
CONTACT: MARISA AMADOR 212.805.3029
MAMADOR@RUBENSTEINPR.COM

CHAMPIONS BASKETBALL LEAGUE NAMES MARK AGUIRRE PRESIDENT OF BASKETBALL *Competitive Basketball League Hires Former Detroit Pistons & Dallas Mavericks Star to Key Leadership Position*

NEW YORK – August 04, 2016 – Champions Basketball League, a new competitive basketball league featuring former pro players, today announced that Mark Aguirre will be the President of Basketball. In this new role, Aguirre will oversee the Champions Basketball League’s recruiting efforts. In addition, Aguirre will oversee game logistics, including defining how the games will run and ensuring the game is competitive and fun for the fans.

Aguirre is a retired NBA athlete where his career spanned 21 years as a NBA player and Coach. The Chicago native won two championships with the Detroit Pistons and was an All-Star player at DePaul University. The Dallas Mavericks chose Aguirre as the first overall pick in the 1981 NBA Draft. He was a three-time All-Star and played for the team until 1989.

“We’re excited to have Mark Aguirre join our Champions team,” said Carl George, Chairman and CEO of Champions Basketball League. “Aguirre is the ultimate competitor on the court and off, and we are fortunate to have him running our recruiting efforts and bringing top name former NBA players to our league.”

“Basketball runs in my blood,” said Aguirre. “Champions League is creating opportunities for former players like myself. We can’t wait for the season to kick off.”

Champions Basketball League is a sports marketing company dedicated to connecting fans in new and innovative ways to the game of basketball and the players they love. Champions has assembled a highly accomplished leadership team that brings together decades of professional sports, marketing and management experience to lead the league and will feature more than 200 players on its teams and in its marketing activities.

Champions games are designed with the fan in mind featuring athletes in the stands, post-game meet and greets, contests to win game merchandise and a youth pre-game shootaround on court with the pro players. Social responsibility is a cornerstone of the organization. Year-round programming will include hundreds of community and internet-based events, camps and programs featuring Champions League players and coaches to benefit charity partners.

About Champions Basketball League

Champions Basketball League is an exciting brand of sports with unique programming that is all about the fans. For true basketball fans, Champions delivers fans favorite players straight from the NBA, featuring a 16-team professional summer basketball league built for fan fun. Champions League will host year-round charity events, camps and community-based programs in all 50 states and connect fans and athletes through a bold new sports marketing model, with tickets priced at \$25 that includes a meet & greet and a pre-game youth shootaround with the players. Social responsibility is a cornerstone of the organization. Year-round programming will include hundreds of community and internet-based events featuring Champions League players and coaches to benefit charity partners. More information can be found on their website at www.champshoops.com.

###