



# NEWS RELEASE

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## **CRONS NAMED "OFFICIAL MOTIVATION BRAND" OF THE HARLEM AMBASSADORS**

The Harlem Ambassadors are pleased to announce that Pittsburgh-based Crons has been named the Official Motivation Brand of the Harlem Ambassadors. Crons will be providing uniforms, warm-ups, practice gear and coaches' apparel for the Harlem Ambassadors' 2012-13 and 2013-14 seasons.

"We are truly excited about the partnership between the Ambassadors and Crons," said Harlem Ambassadors president Dale Moss. He added that "both organizations have a similar mindset and there is a great synergy in our missions."

The Crons Brand ("Come Ready or Never Start") provides high quality motivational apparel, merchandise and accessories to inspire people to get better and constantly strive for their goals. One of the fastest growing new athletic apparel brands in the country, Crons has outfitted NCAA tournament participants Robert Morris (2009 and 2010) and UNC-Asheville (2011 and 2012).

Crons will also produce merchandise for the Harlem Ambassadors' Team Shop including replica uniforms, performance workout gear, t-shirts and accessories.

"We are currently in development with Crons and are excited about the direction we are going both in the look of our game uniforms and the contemporary line we are producing for resale," said Moss.

The Harlem Ambassadors' 15<sup>th</sup> season runs from September 2012 to May 2013 and the team will perform more than 250 fundraising events for community, youth and social service organizations. As the largest provider of entertainment to the United States military worldwide, the Harlem Ambassadors have performed over 300 military shows at over 120 different bases in all branches of the military service. The team has received numerous military awards and decorations including two commendations from General David Petraeus.

For more information about Harlem Ambassadors, visit [www.harlemambassadors.com](http://www.harlemambassadors.com). Visit <http://www.crons.com> to learn more about the Crons Brand.

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