

# **FOR IMMEDIATE RELEASE**

Sunday, February 7, 2010

## **Baden Named Official Football of the Ironman Football League**

On Saturday, the Founder & CEO of the Ironman Football League, Chris Chudada, publicly announced the new multi-year partnership between Baden Sports and the IFL. According to the deal, Baden will be the official football of the IFL and will immediately begin to manufacture and supply custom IFL embossed game balls for League play.

“The Ironman Football League is an up-and-coming league in the Midwest,” said Max Kay, Baden’s Director of Marketing. “Our research team built the Perfection™ football with the quarterback in mind. We are confident that the coaches and players of the IFL will be pleased with the performance of the Perfection™.”

Chris Chudada worked closely with Baden representative Brandon Wallach to ensure that the design and specs of the IFL custom game ball would meet every expectation of its member teams. The IFL game ball will be Baden’s Perfection™ Football, which features premium grade leather as well as several innovative features including the QB Seam™, Spiral Zone Radius™, exclusive five-ply liner, and guaranteed performance..

“Baden has an excellent reputation and the quality of their product is outstanding. We want to make sure that we are providing our member teams with a game ball that is second-to-none. With Baden, we are doing just that,” said Ironman founder Chris Chudada. “We are proud to partner with Baden and look forward to working together in elevating our sport to new heights.”

The collaboration between the two organizations is a natural fit. Both the IFL and Baden are committed to excellence and putting the best possible product on the field. Baden Sports, Inc., is a designer and producer of the highest quality athletic balls in sports. Baden’s product leadership has led many collegiate conferences, professional leagues and elite coaches to choose Baden as their “Official Ball.

### **About Baden**

Baden Sports, Inc., is a designer and producer of the highest quality athletic balls in sports. Baden’s product leadership has led many collegiate conferences, professional leagues and elite coaches to choose Baden as their “Official Ball,” including Bob Knight, the winningest coach in NCAA men’s history. Headquartered in Federal Way, Wash., Baden’s dedicated sales team serves customers worldwide. [www.badensports.com](http://www.badensports.com)

### **About the IFL**

The Ironman Football League was founded by Chris Chudada of Pewaukee in 1996. Its purpose is to provide a professional and quality atmosphere for its players and fans. The league also provides players 18 & older the ability to play full contact highly competitive football on a professional level. From the quality of its facilities and professional league structure to the caliber and experience of its players, the IFL is undeniably one of the best semi-professional football leagues in the country. [www.ironmanfootballleague.com](http://www.ironmanfootballleague.com)

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