



HARLEM GLOBETROTTERS
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HARLEM GLOBETROTTERS AND *CHAMPION* ATHLETICWEAR ANNOUNCE OFFICIAL PARTNERSHIP, UNVEIL NEW UNIFORM DESIGN

*Champion becomes official apparel provider of the Harlem Globetrotters;
Reimagined uniform is first change to iconic Globetrotters look in 20 years*

(ATLANTA, Nov. 13, 2018) – The world famous [Harlem Globetrotters](#) and [Champion](#) Athleticwear today announced a landmark global partnership that will make *Champion* the official uniform and apparel provider of the Globetrotters, and will include a new, reimagined Globetrotters uniform beginning with the tip-off of the team’s 2018-19 Fan Powered Tour of North America this month.

As part of the new, multiyear partnership, *Champion* will outfit the Globetrotters with all on-court and travel apparel, which includes player uniform, warm-ups, T-shirts, jackets, pants, hoodies, jerseys, shorts and socks. The deal also provides *Champion* with the opportunity to sell official Globetrotter apparel in existing stores and retailers worldwide. Headwear and footwear are not included in the partnership.

The Globetrotters will also be outfitted by *Champion* for this year’s tour with the first new uniform design, outside of special events, in 20 years. The program with *Champion* aligns with the Globetrotters strategy to partner with innovators and category leaders. The franchise’s iconic red, white and blue look will feature the following updates:

- High-quality micro mesh for improved durability;
- Heat-infused sublimated design to provide a flawless team look;
- Fitted design for female players;
- Lightweight fabric to perform tricks with ease;
- Moisture Management Technology; and,
- Soft thread for enhanced comfort.

“Getting the opportunity to outfit an iconic organization like the Harlem Globetrotters has been a phenomenal experience for us at *Champion*,” said Tyler Lewison, general manager of *Champion* Teamwear. “From their continued innovation in basketball to their community outreach, this team embodies what it means to be a champion, and we are thrilled about working with them. Their shows are a memorable experience for the entire family, so we can’t wait for fans to see them in their new *Champion* uniforms this season.”

“*Champion* is the perfect partner to refresh the uniform of the world’s most beloved sports team,” said Howard Smith, president of Harlem Globetrotters International. “As we travel the globe, our stars are excited to be wearing the iconic C logo on their uniforms. The innovative technology that *Champion* has

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designed into every piece of Harlem Globetrotters team gear will bring an exciting new look to our collection.”

Champion and the Globetrotters will also give fans the opportunity to purchase their own iconic Globetrotters jersey, with commemorative, limited-edition *Champion* jerseys available for retail purchase at the New York City *Champion* store located at 434 Broadway on Tuesday, November 13, from 3p.m. to 5 p.m. Harlem Globetrotters stars will be on hand to sign autographs and take photos. Official commemorative jerseys will be available for purchase in arena during the Fan Powered tour beginning in mid-December. *Champion* will also create Globetrotter hoodies and T-shirts for purchase in arena during the upcoming tour and online at harlemglobetrotters.com. The tour will also feature *Champion* sponsor benefits, including show integration, signage, social media promotion, merchandise stand integration, VIP experiences and hospitality.

The Globetrotters will play in more than 250 North American markets, as well as 30 countries worldwide, during the Fan Powered World Tour. Tickets are now available at harlemglobetrotters.com.

About Harlem Globetrotters

The Harlem Globetrotters® are legendary worldwide, synonymous with one-of-a-kind family entertainment and great basketball skills for the past 92 years. Throughout their history, the Original Harlem Globetrotters have showcased their iconic talents in 123 countries and territories on six continents, often breaking down cultural and societal barriers while providing fans with their first-ever basketball experience. Proud inductees of the Naismith Memorial Basketball Hall of Fame, the Globetrotters have entertained hundreds of millions of fans – among them popes, kings, queens, and presidents – over nine thrilling decades. The American Red Cross is the official charity of the Harlem Globetrotters. Sponsored by Entenmann’s® Donuts, Tum-e Yummies and Baden Sports, Harlem Globetrotters International, Inc. is a wholly-owned subsidiary of Herschend Enterprises, the largest family-owned themed entertainment company in the U.S. For the latest news and information about the Harlem Globetrotters, visit the Globetrotters' official website: www.harlemglobetrotters.com and follow them on Twitter [@Globies](https://twitter.com/Globies).

About Champion

Since 1919, Champion Athleticwear has offered a full line of innovative athletic apparel for men and women including activewear, sweats, tees, sports bras, team uniforms and accessories. Champion uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for our consumers. Champion Athleticwear can be purchased at department stores, sporting goods, specialty retailers, and at Champion.com. For more information, please contact us at 1-800-315-0563 or at Facebook.com/Champion, follow us on Twitter [@Championusa](https://twitter.com/Championusa) or on Instagram [@Champion](https://www.instagram.com/Champion). Champion is a brand of Hanesbrands Inc. (NYSE:HBI).