

EDJBA partners with Molten



For immediate release

The Eastern Districts Junior Basketball Association (EDJBA) are pleased to announce Molten as the official basketball of the EDJBA for the next five years.

The landmark deal comes in a big year for the EDJBA, where it was announced as the largest Association in Victoria, boasting a record 1395 teams in Summer 2018/19 Season. It is once again projected to grow beyond these numbers in the Summer 2019/20 Season.

Molten is the official ball of FIBA, and is currently being used in the Basketball World Cup in China. Molten is distributed by Madison Sport throughout the Oceanic region and will be used for all games in the upcoming EDJBA Summer 2019/20 Season.

EDJBA President, John Morkham was quick to welcome Molten. "We would like to welcome Molten to the EDJBA family and thank them for their support. This partnership underlines the status of the EDJBA, to have a world renowned brand like Molten on board. The tendering process took nearly 12 months to finalise, and we thank all the other brands for their interest. But now we look forward to working with a trusted partner and growing together for the future."

Madison Sport General Manager, Gavin North was equally optimistic for the future. "Given that children are the future of our sport, it is a natural pairing for Madison Sport to join with the biggest junior basketball association in Victoria. Our long term support of the EDJBA will help them have surety for their programs in the years to come, helping children grow into champions."

The partnership will officially begin for the 2019/20 Summer Season, with the new BG4000 Molten basketballs being supplied to each of the clubs. The EDJBA logo will be added to future editions of the ball.

About the EDJBA:

- The EDJBA is the largest junior competition in Australia, boasting over 1,395 teams in Summer.
- 11,000 participants take part in weekly competition
- Teams range throughout the Eastern and Northern Suburbs of Melbourne, reaching from Collingwood to Mill Park, across to Warrandyte, Park Orchards and Nunawading.

About Molten:

- Molten, is currently the official ball of Basketball Queensland, Basketball South Australia and Basketball Tasmania along with many regional associations.
- Since 1982, Molten's top quality leather basketball has served as the official game ball for all FIBA World Championships, Olympic Games & Commonwealth Games.
- With an uncompromised commitment to quality as promised in their brand statement, "For the real game," Molten is dedicated to being at the forefront of technological innovation with the goal of providing the highest quality products to the wide-ranging sports community.

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