

EDJBA extends partnership with Molten



For immediate release

The Eastern Districts Junior Basketball Association (EDJBA) are pleased to announced Molten as the official game ball for a further two years.

The news comes as the EDJBA, already the largest Association in Victoria, is expecting a new record number of teams with 1500 teams entered for the Summer 2022/23 season.

Molten is the official ball of FIBA, which was featured in the recent Women's Basketball World Cup in Sydney. The tournament culminating on Saturday, saw the Australian Opals returning to the international podium defeating Canada by 30 points in the Bronze Medal game behind Lauren Jackson's 30 point performance.

EDJBA President, John Morkham praised Molten for their contribution. "Molten's generosity to the EDJBA community has been unquestionable, donating over 6000 basketballs in the past three years to our member clubs. In addition to the original agreement, Molten has increased their contribution and donated more than we could have hoped for due to Covid disruptions and the move to size 5 basketballs in the younger age groups. We thank them for their ongoing support."

Madison Sport Molten Brand Manager, Scott Besson was equally excited for the future. "We are thrilled with the continued growth of the EDJBA, and we look forward to a highly successful year, with more kids playing basketball."

Molten basketballs are available to all EDJBA members through the link on the EDJBA website www.edjba.com.au.

About the EDJBA:

- The EDJBA is the largest junior competition in Australia, boasting 1500 teams in Summer 2022/23.
- Nearly 12,000 participants take part in weekly competition
- Teams range throughout the Eastern and Northern Suburbs of Melbourne, reaching from Collingwood to Mill Park, Eltham, across to Warrandyte, Park Orchards and Mitcham and Blackburn.

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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