

EDJBA into Second Year Partnership with Molten



The Eastern Districts Junior Basketball Association (EDJBA) are pleased to announce the continuation and second-year partnership with Molten as the official basketball of the EDJBA.

The continuation of this partnership comes after a wonderful Summer 2019/20 Season with Molten within the EDJBA which boasted over 1,455 teams. Unfortunately, the season was cruelly cut short due to the unprecedented COVID-19 Global Pandemic.

Molten is distributed by Madison Sport throughout the Oceanic region and have supplied all Summer 2020/21 teams with their own EDJBA branded Molten game ball.

EDJBA President, John Morkham was overly excited by the prospect of all teams being given their own game ball. *"I am very pleased to announce our partnership with Molten (Madison sport) is continuing, I am excited to announce the issuing of team balls, the introduction of an EDJBA branded game day ball is also very exciting. With the commencement of the new Season, all involved will notice the changes. I again thank Madison sport for their commitment to the EDJBA and I would hope our members will support Madison...stay COVID safe!"*

Scott Besson from Madison Sport was equally optimistic for the future. *"Madison Sport and Molten are excited to continue our partnership with Eastern Districts Junior Basketball Association. Basketball participation continues to grow every year and we look forward to assisting EDJBA with this growth into the future. After a tough period in Melbourne, we're happy to support EDJBA with the resumption of their competition."*

The partnership will officially continue into the 2020/21 Summer Season, with the new BG4000 EDJBA branded Molten basketballs being supplied to each team for training and game use.

About the EDJBA:

- The EDJBA is the largest junior competition in Australia, boasting over 1,455 teams in Summer 2019/20.
- After a disrupted 2020, the EDJBA has returned to Summer 2020/21 with 1,268 teams
- Over 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 Eltham, Warrandyte, 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.

For further information please contact:

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