



BARON[®]

FOR IMMEDIATE RELEASE

Baron Championship Rings named Exclusive Provider of championship rings and recognition jewelry for U SPORTS

October 31, 2018

TORONTO (U SPORTS) – With the 2018 Fall #CHAMPSZN set to kick off this week, U SPORTS announced Wednesday **Baron Championship Rings** will be its new Exclusive Provider of championship rings and recognition jewelry for the next five seasons.

As the Exclusive Provider of championship rings and recognition jewelry, Baron will provide customized rings to the Top 8 Academic All-Canadians, BLG Award nominees for U SPORTS Athletes of the Year, First Team All-Canadians in football, basketball and hockey, as well as other major award winners. In addition, Baron will be given priority access to design rings for all U SPORTS national championship teams until 2023.

“We are excited to partner with Baron to help us celebrate the achievements of our members at the national level,” said **Graham Brown**, President and CEO of U SPORTS. “National championships, major awards and All-Canadian recognitions are all special moments for our student-athletes and their staff. We look forward to honouring them with unique rings that will commemorate their success forever.”

U SPORTS will also align itself with the socially-responsible project created by Baron known as **LEAVE NO ONE BEHIND**. The fund was created in 2007 to deliver exceptional championship experiences to those players, coaches or entire organizations that may have not had the necessary means to fully celebrate in the past. Baron will direct 2 per cent of all U SPORTS sales to support this initiative, helping reach their goal of putting 25,000 rings on fingers for those that may not have the means to do so by 2025.

A Canadian company, Baron has designed championship rings in recent years for the AHL’s Toronto Marlies, MLS’ Toronto FC, Hockey Canada and the NBA’s Cleveland Cavaliers.

In an effort to align the national office with all four of its member conferences, Baron is also the Official Championship Ring of Ontario University Athletics (OUA) and the exclusive jewelry provider of Canada West (CW).

“Baron is honoured to support the U SPORTS brand and we couldn’t be more excited to be working with them to modernize their recognition and commemorative collections moving forward,” said **Peter Kanis**, President of Baron. “U SPORTS is an extremely important part of our portfolio, and we plan on playing a pivotal role as their new partner, we believe our strong foundation as a Canadian Company and ever-progressive design and manufacturing capabilities will continue to revolutionize the Championship Ring market.”



WE ARE UNIVERSITY SPORT / NOUS SOMMES LE SPORT UNIVERSITAIRE

45 rue Vogell Road, 701, Richmond Hill, Ontario, Canada L4B 3P6
t (905) 508 3000 f (905) 508 4221

USPORTS.CA | Canada



BARON[®]

About Baron Championship Rings

With the continuing growth trend, Baron is recognized as North America's fastest growing company in the Championship Ring sector. Baron with its strong foundation and ever-progressive design and manufacturing capabilities will continue to revolutionize the recognition market. We will continue building on our reputation as an industry leader through our ability to provide efficient, mastery-level craftsmanship. The combination of our state-of-the-art 3D design and print technology, with the 50 plus years of experience our designers hold, makes your vision our reality. Baron will continue to extend exemplary customer service, and we will always push forward with new ways to serve customers better than our competitors. In doing so, we have most recently focused on sustaining our competitive advantage through the deployment of the Baron Experience and Locker Room platform. There are more people involved than just the team members that contribute to a Championship...and they want to celebrate too! Championships are what we do!

About U SPORTS

U SPORTS is the national brand for university sports in Canada. Every year, close to 20,000 student-athletes and 700 coaches from 56 universities vie for 21 national championships in 12 different sports. U SPORTS also provides higher performance international opportunities for Canadian student-athletes at Winter and Summer Universiades, as well as numerous World University Championships. For further information, visit USPORTS.ca or follow us on:

Twitter/Instagram/YouTube: @USPORTSca

Facebook: @USPORTSCanada

For further information, please contact:

Ken Saint-Eloy

Senior Manager,
Marketing and Communications
U SPORTS
Cell: 647-871-7595
ksainteloy@usports.ca

Alan Hudes

Coordinator, Communications
U SPORTS
Off: 905-508-3000 ext. 242
Cell: 647-991-5343
ahudes@usports.ca

Kevin Klootra

Manager of Business Development
Baron Championship Rings
Off: 1-866-944-4089 ext. 115
Cell: 519-567-4850
kevink@baronrings.com



WE ARE UNIVERSITY SPORT / NOUS SOMMES LE SPORT UNIVERSITAIRE

45 rue Vogell Road, 701, Richmond Hill, Ontario, Canada L4B 3P6
t (905) 508 3000 f (905) 508 4221

USPORTS.CA | Canada