



ANDREWS UNIVERSITY SIGNS PARTNERSHIP WITH BSN SPORTS, NIKE

May 12, 2021 – Andrews University, a USCAA Division II competing institution based in Berrien Springs, Michigan today announced that it has established a new athletic partnership with Nike and BSN SPORTS, the nation’s largest direct marketer and distributor of sporting goods to the school and league markets and a division of Varsity Brands. Through this partnership, BSN SPORTS will support the Cardinals Athletic Program for the next five years as the official apparel and equipment provider to Andrews University while outfitting Cardinal athletes, coaches and supporters in premier Nike product selection.

To kick-off the partnership, all athletic program members, staff, and fans are invited to visit the newly launched Cardinal-branded My Team Shop to purchase their gear and fanwear for the upcoming athletic seasons. The shop, which will be open through May 17th, can be accessed using this link: <https://www.bsnteamsports.com/shop/AUC2021>

“We are excited to establish this agreement between Andrews University, BSN SPORTS, and Nike, which will bring immediate benefit to the student athletes, coaches, and staff representing their community on and off the field of play,” said Todd Northrop, BSN SPORTS Vice President of Collegiate Select Partnerships. “The Cardinal Athletic Program will be furnished with the best products possible for all the athletic teams and their partners, whether by leveraging our unmatched relationship with brand partners like Nike or utilizing exclusive access to our customizable fanwear platforms to keep growing the Andrews University athletic brand.”

Rob Gettys, Andrews University Athletic Director, added, “The local service that BSN SPORTS provides, along with incredible product offerings from Nike, will bring valuable support and momentum behind the Andrews’ name for our coaches, athletes, and community. Additionally, we are excited to unlock the unique branding tools and digital platforms available through BSN SPORTS that will save us time and money while providing great options for our players. This partnership gives our department the opportunity to focus on continuing to build our program, mentoring our Cardinal athletes, and benefitting the Andrews University family including giving more opportunity for our worldwide Alumni to access Cardinal gear.”

Mr. Northrop concluded, “Exclusive and elite partnerships like the one we have announced today fuel our passion at BSN SPORTS to provide coaches and teams with the best possible service and unparalleled access to sports equipment and premier apparel. With over 1100 sales professionals servicing their communities nationwide, we are committed to elevating the experience of students and athletes and look forward to expanding premier partnership opportunities for our collegiate partners.”

If you would like more information regarding Collegiate Partnership opportunities with BSN SPORTS, please contact BSN SPORTS Vice President of Collegiate Select Partnerships, Todd Northrop, at tnorthrop@bsnsports.com.

About BSN SPORTS

Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel and equipment. A division of Varsity Brands, BSN SPORTS markets and distributes its products to over 100,000 institutional and team sports customers in colleges and universities, middle and high schools, and recreational programs throughout the United States via catalog, e-commerce, and direct sales. Focused on providing game changing solutions through local partnerships, multi-brand selection and one-stop shopping for equipment and uniforms, BSN SPORTS' more than 3,000 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS please visit www.bsnsports.com.

About Nike, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiaries include Converse Inc., which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley International LLC, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories.

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