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BSN SPORTS Supports Midlothian High Schools Honoring Hometown Hero, Chris Kyle

September 14, 2016 (Dallas, TX). Midlothian's football season kicked off with each of its two high schools playing in the Southwest Showcase. In honor of their hometown hero, and America's hero, Chris Kyle, the teams wore custom patriotic jerseys donated by BSN SPORTS that were designed in partnership with Siege Sports. Midlothian High played McKinney High and Heritage High played Decatur High at The Ford Center at The Star, Dallas Cowboy's new Headquarters.

BSN SPORTS and Siege Sports surprised the teams at the Community Pep Rally Wednesday with their brand new red, white and blue jerseys featuring stars and stripes. Emotions ran high and patriotic fervor ran deep in the community where Kyle, the United States Navy SEAL, played high school football and graduated from in 1992.

"BSN SPORTS couldn't be more proud to furnish these cutting edge uniforms for Midlothian's football teams. We are proud to be their partner in honoring the service and sacrifice of Chris Kyle and all the men and women in the U.S. Armed Services," said BSN SPORTS Executive Vice President Kurt Hagen.

According to recent [research](#) released by Varsity Brands, student's with higher levels of school spirit perform better academically, are more civically engaged and are happier in general than their less-spirited peers. Midlothian's Football team and their entire student body are a testament to the positive impact an engaged and school spirited high school can bring to their community. The town of Midlothian was #MISD Proud at their games.

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 1,200 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS please visit www.bsnsports.com.

About Varsity Brands

With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: Herff Jones, a Varsity Achievement Brand; BSN SPORTS, a Varsity Sport Brand; and Varsity Spirit. Together, these assets promote personal, school and community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. Through its 8,200 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, ecommerce sites and direct sales channels.

About Siege Sports

Providing athletes and partners the ultimate buying experience to maximize their unique identities and inspire greatness both on and off the field. Headquartered in Kansas City, Siege is proud to partner exclusively with BSN SPORTS to distribute Siege uniforms and apparel to colleges, high schools, youth organizations and club teams throughout the United States. They are also the official uniform provider of USA Football and the U.S. National Team program.