



BSN SPORTS/US Games wins the Athletic and Physical Education Equipment contract with National IPA

October 3, 2016 (Dallas, TX) [BSN SPORTS](#) and [US Games](#) today announced their new partnership with cooperative purchasing organization [National IPA](#). National IPA, a founding member of the National Coalition for Public Procurement, awarded BSN SPORTS/US Games the comprehensive Athletic and Physical Education Equipment contract in an effort to help public agencies and educational institutions reduce costs and administrative burden.

National IPA's contracts are competitively solicited, evaluated and awarded by a government entity acting as the lead agency. These lead agencies are considered to be the best in public procurement and adhere to the highest standards of procurement. The contracting process is the foundation of National IPA and sets the company apart from other cooperatives and ensures that industry best practices, processes, and procedures are applied.

"National IPA is pleased to be partnering with BSN SPORTS/US Games to offer this competitively solicited and awarded agreement lead by Region 4 ESC. As the nation's largest distributor of athletic and P.E. equipment, BSN SPORTS/ US Games provides exceptional distribution capability along with compelling value that will benefit National IPA's participating agencies throughout the country," said Ken Heckman, Senior Vice President of Account Management for National IPA.

This 3 year agreement will allow BSN SPORTS/US Games to provide the best pricing for in-stock athletic and P.E. equipment to the school and institutional markets. "BSN SPORTS/US Games is proud to partner with National IPA, the largest cooperative purchasing agency in the country," said Kurt Hagen, Executive Vice President of BSN SPORTS/US Games. "This Athletic and P.E. Equipment contract makes us the ideal supplier for K-12 and collegiate programs."

The new partnership between BSN SPORTS/US Games and National IPA is available to public agencies and educational institutions as of October 1, 2016.

Visit www.nationalipa.org/Vendors/Pages/BSNSPORTS.aspx for more information.

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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 US Games

For over 35 years, US Games has brought Physical Education Teachers, Coaches and Recreation Center Directors the P.E. equipment they need to get kids physically engaged and active. With a focus on early childhood development, physical activity and health, this subdivision of BSN SPORTS distributes athletic and recreational products and free outcomes based P.E. curriculum (OPEN) across the United States. US Games also provides educational services including professional development workshops for Physical Education Professionals. For more information on US GAMES, please visit www.usgames.com.

About National IPA

National Intergovernmental Purchasing Alliance (National IPA) is a cooperative purchasing organization dedicated to serving public agencies and educational institutions nationwide. All cooperative agreements available through the National IPA program have been competitively solicited and publicly awarded by a public agency/governmental entity (e.g. state, city, county, public university or school district), utilizing the best public procurement practices, processes and procedures. The lead agencies are independent of the cooperative allowing the agency to be focused on the best value for the agency. The lead-agency not only prepares the solicitation, but awards, administers and utilizes the agreement for its own needs thereby limiting the award to the supplier that provides the best value to the agency and agencies nationwide.

The National IPA team of tenured certified public procurement professionals, supply chain and cooperative purchasing experts is committed to bringing value to agencies nationwide. National IPA team members are recognized as respected leaders in the discipline and have held key public procurement positions in state government, local government and education.