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NEWS RELEASE

F O R I M M E D I A T E R E L E A S E

COA and Finis Make a Splash with Swim and Dive Sponsorship

Sacramento, CA . . . The California Community College Commission on Athletics (COA) today announced a one-year agreement with Finis, Inc. (Finis) for sponsorship of the 2004 Citi California Community Colleges Commission on Athletics Swim and Dive Championships.

The 2004 women's and men's championships will be held at Ventura College on April 30 – May 1. Finis will have a cause-related presence at the event, including title designation, onsite signage, print ads, product displays and public address announcements.

Based in Livermore, California, Finis offers a wide variety of aquatics supplies, from swimwear and training equipment, to children's water confidence products.

"We are very pleased that Finis has agreed to a partnership and we look forward to expanding the partnership beyond this year. Their investment in California Community College athletics is crucial to our ongoing partnering efforts with our swim and dive championship events," said Associate Commissioner Stu Van Horn.

To learn more about Finis and its products, visit www.finisinc.com.

Other COA partners include Citi, Office Depot, Del Costa Cheese, Blue Diamond, BuzzOnCampus, Diamond Sports, Renaissance Agencies, Inc., Russell Athletic, California Track and Engineering, Choice Hotels, Pepsi, FieldTurf and Herff Jones. In addition, the COA has contracts with nearly one dozen ball and equipment agencies via adoption contracts for specific COA championships.

For more information about the COA's corporate partnership program, please contact the COA at 916.444.1600 and request a copy of the CD-ROM describing the program or email the COA development office at Svanhorn@coasports.org.

To view the latest news, information and updates of all 23 COA sanctioned sports, visit www.coasports.org.

COA