

## L-R Signs Historic Deal With Under Armour

Written by Staff Reports

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The athletic gear giant Under Armour has earned a reputation for innovation and risk taking. Since bursting onto the scene in 1996 with a line of moisture-wicking clothing, the company has expanded its reach worldwide with specialty products for everything from hunting and tactical gear to traditional sports running the gamut from football to golf.

A quick look at the top tier of NCAA football teams reveals the UA logo on teams from the University of South Carolina Gamecocks and the Auburn Tigers to the Maryland Terrapins. The Lenoir-Rhyne Bears will become the newest member of a growing family of teams at the D-II football level to wear Under Armour exclusively. UA has outfitted the Bears with practice gear for the past seven years. Now, following LR's back-to-back SAC conference championships, the Bears will take the field in Under Armour gear on game day.

While UA has created football uniforms with cutting edge design and performance, the Bears have decided to stick with their traditional styling with a twist of Under Armour flavor. Under Armour will provide five game day combinations of cardinal, white and black.

The uniforms look great, but they're about function first. The cutting-edge gear is designed to enhance the players' performance on the field. From the shoes to the jerseys, the uniforms are lightweight, they wick away sweat and they're crafted to move freely with the players' natural range of motion.

"This is a new zenith for this university," said L-R's Executive Director of Intercollegiate Athletics Neill McGeachy and as Under Armour will attest, "you've still got to hit the other guy in the mouth."

L-R's Head Football Coach Mike Houston said he expects the new uniforms to make a difference - especially in the fourth quarter.

"Schools that have this relationship with Under Armour are top national schools. It's a tremendous achievement - it's a great honor for our program," Houston said. "Now we've got the 2013 season to get ready for. What really matters for us is what we do on the field and Under Armour will help give our athletes the edge. We're going to enhance our relationship with Under Armour by continued success and building our program."

**Photo Courtesy: Mike Houston,. L-R Athletics**