



FOR IMMEDIATE RELEASE

## Baden Sports, Axe Bat Named Official Partners of Washington Baseball Coaches

*Baden and Axe Bat to provide the official balls and bats of the WSBCA*

**RENTON, Wash. (Nov. 3, 2016)** – Baden Sports, Inc., today announced it has been selected as the official ball and bat supplier of the Washington State Baseball Coaches Association (WSBCA).

The multiyear partnership designates Baden's Perfection® 3B-PPRO baseball as the exclusive ball for use in all WSBCA-sanctioned activities, including the All State Series, an annual two-day event showcasing Washington's top high school seniors.

The partnership also designates Axe Bat, a fast-growing division of Baden Sports, as the official bat provider of the WSBCA.

Previously, Baden had served for many years as the official baseball provider of the Washington Interscholastic Activities Association (WIAA).

"We are excited to be working with and supporting the WSBCA," said Rusty Trudeau, National Account Manager for Baden Sports and Axe Bat, and a former baseball coach at Foster High School in Tukwila, Wash. "I have known many of these coaches for decades, both from my days as a high school coach and from our previous work with the WIAA. Washington coaches have always been great supporters of Baden and this partnership will allow us to continue supporting them, while also introducing more players to the many performance benefits of the Axe Bat."

The Perfection 3B-PPRO is Baden's highest-quality game baseball. Approved by the National Federation of State High School Associations (NFHS), it features a premium leather cover, pro-grade wool windings, and a cushioned cork center. The Perfection 3B-PPRO is available now through local Baden sales representatives.

The Axe Bat is the only bat engineered to support the biomechanics of the swing. Its angled, oval-shaped knob fits naturally in the hand and enables a more comfortable, higher-performing alternative to traditional round-handled bats. Studies have shown the Axe Bat's ergonomic shape can improve bat

control and maximize bat speed, while also improving power transfer and reducing the risk of common hand injuries.<sup>1</sup>

More than 30 major leaguers, including All-Star Mookie Betts of the Boston Red Sox, swung Axe-handled bats this season. College programs nationwide also are making the switch. Lewis-Clark State College, the two-time defending, NAIA national champion, recently committed to swinging Axe Bats exclusively starting next spring.

Axe Bat's 2017 lineup, which includes five different BBCOR models, composite wood bats, training bats, fungo bats and more, began shipping last week. All are available online at [www.axebat.com](http://www.axebat.com).

"Working with a family-owned company like Baden that is local and really cares about Washington high school sports is a no-brainer for our membership," said Mike Williams, President of the WSBCA, and the longtime coach at White River High School in Buckley, Wash. "I have witnessed Baden's sincere commitment to high school sports during the course of my nearly 30 years of coaching in Washington and have always been impressed by their products and customer service. The Perfection 3B-PPRO is an excellent baseball and I have seen the Axe Bat in action; both are high quality, dependable products that our players really like."

Williams is one of four coaches who will be inducted into the WSBCA Hall of Fame during the organization's annual luncheon at Safeco Field on Nov. 13 at noon. Also inducted will be Bill Geyer (North Mason High School/Belfair, Wash.), Scott Rowland (Elma High School) and David Larson (Highline High School/Burien, Wash.)

Tickets to the event cost \$30 and can be purchased at the door, or by mailing a check – made out to the WSBCA – to P.O. Box 864, Buckley, WA 98321.

### **About Baden Sports**

Baden Sports, Inc., an independent, family-owned company headquartered in Renton, Wash., is a designer and manufacturer of the highest-quality athletic balls. For nearly 40 years, Baden's product innovation, leadership, and customer service have led conferences, programs, and coaches at all levels to choose Baden as their official ball. For more information, go to [www.badensports.com](http://www.badensports.com) or join the conversation on Facebook ([BadenSports](https://www.facebook.com/BadenSports)), Instagram ([badensports](https://www.instagram.com/badensports)), and Twitter ([@BadenSports](https://twitter.com/BadenSports))

### **About Axe Bat**

Axe Bat is a wholly owned division of Baden Sports, Inc., headquartered in Renton, Wash., and a manufacturer of high-performance bats with axe-shaped handles for baseball and softball. Approved for play at all levels, the Axe Bat is the only bat engineered to support the biomechanics of the swing. Research confirms that compared to traditional bats with round knobs and handles, the Axe Bat delivers more comfort, improves bat control and grip stability, transfers power more efficiently, provides more space to accelerate the barrel for maximum bat speed, and reduces the risk of hand and nerve injuries commonly associated with the swing.<sup>1</sup> For more information, go to [www.axebat.com](http://www.axebat.com) or join the conversation on Facebook ([TheAxeBat](https://www.facebook.com/TheAxeBat)), Instagram ([axebat](https://www.instagram.com/axebat)), and Twitter ([@AxeBat](https://twitter.com/AxeBat)).

<sup>1</sup>Biomechanical Study of the New Axe Handle Baseball Bats and Comparison with Standard Round Knob Bats:

[https://axebat.com/wp-content/uploads/2016/07/AXE\\_Bat\\_Study\\_4\\_10\\_14.pdf](https://axebat.com/wp-content/uploads/2016/07/AXE_Bat_Study_4_10_14.pdf).

###