



NEWS RELEASE

Contact: Audrey Siebrase (260) 469-4667 x 104
1910 St. Joe Center Rd. Ste 61, Ft. Wayne, IN 46825

Mad Ants Announce Partnership with Lutheran Health Network

FORT WAYNE, IN (October 22, 2013) – The Fort Wayne Mad Ants announced today that Lutheran Health Network will now be the presenting sponsor of the team. The Lutheran Health Network sports medicine program, a partnership between The Orthopedic Hospital and Fort Wayne Orthopedics, has provided sports medicine services for the Mad Ants since the team’s inception in 2007. This landmark, multi-year collaboration between Fort Wayne’s NBA D-League team and LHN expands the strong relationship between the two organizations. As a result, the team will now be introduced as the Fort Wayne Mad Ants presented by Lutheran Health Network.

“We could not be happier to have Lutheran Health Network as our presenting sponsor,” said Mad Ants president Jeff Potter. “Lutheran Health Network is inextricably woven into the fabric of Fort Wayne as the preeminent provider of healthcare in this region, and we are proud to work with them to support their mission to provide the highest level of care to this community.”

As part of the presenting partnership, Lutheran Health Network and the Mad Ants will team up to bring awareness of physical fitness to the Fort Wayne youth through the Mad Ants’ Get Fit Challenge, a 30-day program that encourages kids to stay fit and be active. As part of the challenge, the Mad Ants and LHN will visit area schools to provide health-based information to students and trumpet the importance of a healthy lifestyle.

“Lutheran Health Network has always been committed to helping children and adults build and maintain active lifestyles as we transition from being a community of spectators to a community of participants,” said Brian Bauer, CEO, Lutheran Hospital and interim CEO, Lutheran Health Network. “Expanding our longstanding relationship with the Mad Ants to include the Get Fit Challenge is a great fit for both of us.”

Beyond this important community initiative, Lutheran Health Network will also have its logo emblazoned across the front of the Mad Ants uniforms. This is a unique opportunity for a community partner, as the NBA only in recent years allowed for sponsors to place logos on the jerseys of two of its entities – the WNBA and the NBA D-League.

“The jersey has been a sacred place in terms of the NBA for many years and having the Lutheran brand prominently featured on our uniforms will provide them a one of a kind recognition,” said Potter.

The Fort Wayne Mad Ants presented by Lutheran Health Network will be seen for the first time in their new jerseys at their opening home game Nov. 29 at the Allen County War Memorial Coliseum as they take on the Maine Red Claws. Season tickets can be purchased by calling the Mad Ants at 469-4667.

About the NBA Development League:

The NBA Development League is the NBA’s official minor league, preparing players, coaches, officials, trainers, and front-office staff for the NBA while acting as the league’s research and development laboratory. Featuring 14 teams with direct affiliations to NBA franchises, the league offers professional basketball at an affordable price in a fun, family-friendly atmosphere. Thirty percent of players in the NBA at the end of the 2012-13 season boasted NBA D-League experience. In fostering the league’s connection to the community, its teams, players and staff promote health and wellness, support local needs and interests, and assist in educational development through NBA D-League Cares programs. Fans can watch all NBA D-League games on nbadleague.com

NBA Development League Affiliate of:

