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## Under Armour and Sport Chek Announce Search for Canada's Top Youth Athletes

*Young athletes called to compete for a spot on TEAM UA NEXT Canada powered by Sport Chek to become one of the faces of the Under Armour youth brand*

TORONTO, July 25, 2016 /CNW/ - Today, Under Armour, an originator of performance apparel, footwear and equipment, partnered with Sport Chek, Canada's largest sporting goods retailer, to announce a campaign to find the NEXT generation of Under Armour athletes. Boys and girls between the ages of seven and 12, who are ready to dream big, work hard and demonstrate their WILL, are eligible to compete for their spot on TEAM UA NEXT Canada powered by Sport Chek.

One boy and one girl will be picked to join the elite roster of Under Armour athletes and serve as a youth ambassador for the brand. The winners will receive exclusive access to Under Armour gear and become the face of a brand campaign at Sport Chek and Sports Experts stores across Canada.

Parents, guardians, mentors and coaches have until August 31, 2016, to nominate a young athlete online at [www.teamUANextcanada.com](http://www.teamUANextcanada.com) for TEAM UA NEXT Canada. Entrants must submit video footage showing how the young athlete competes and include a statement of WILL about what makes them a great athlete.

"TEAM UA NEXT Canada powered by Sport Chek provides an amazing platform for Under Armour to interact with the athletes who will shape the future of sports," said Shana Ferguson, Marketing Director, Under Armour Canada. "The challenge is designed for youth committed to being faster, stronger and smarter than the competition. They are the athletes of the NEXT generation; the future Carey Prices and Janine Beckies. This gives youth an opportunity to experience Under Armour in a unique and dynamic way."

As an alternative to the online nomination process, Under Armour, Sport Chek and Sports Experts will also host live competition events in Laval, QC on August 6, Newmarket, ON on August 13 and Toronto, ON on August 20, where young athletes can participate in physical challenges and explain why they deserve a spot on TEAM UA NEXT Canada. For times and locations please visit [www.teamUANextcanada.com](http://www.teamUANextcanada.com).

"The Under Armour brand is synonymous with performance and excellence. At Sport Chek, we look to partner with iconic brands that dream big and can change the game. We believe in inspiring youth to live a healthy and active lifestyle, and this partnership with Under Armour will provide new opportunities for youth to achieve their athletic dreams," said Frederick Lecoq, SVP Marketing and eCommerce, FGL Sports.

For more information on TEAM UA NEXT Canada powered by Sport Chek, or to submit a nomination, please go to [www.teamUANextcanada.com](http://www.teamUANextcanada.com). You can also check out @sportchek using #TAKEYOURSPOT on Twitter and Instagram and @underarmournext on Instagram.

### **About Under Armour, Inc.**

Under Armour (NYSE: UA, UA.C), the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at [www.uabiz.com](http://www.uabiz.com).

### **About FGL Sports**

FGL Sports Ltd. is Canada's largest national retailer of sporting goods, offering a comprehensive assortment of brand-name and private-brand products and operating more than 400 stores from coast to coast, under the following corporate and franchise banners: Sport Chek, Sports Experts, Atmosphere, National Sports, Intersport, Nevada Bob's Golf, Hockey Experts, Pro-Hockey Life, Sports Rousseau and l'Entrepôt du Hockey. FGL Sports also has websites for several of its corporate and franchise banners which can be accessed through its main website at [www.FGLSports.com](http://www.FGLSports.com).

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