

GROUP PRESS RELEASE
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Iwan Simonis and Aramith Continued Support for Atlantic Challenge Cup

The BCA recently staged the 4th Atlantic Challenge Cup which was won comprehensively (0 – 11) by Team Europe over the USA Team. Despite the one sided result, all were excited to play on professional standard conditions.



The Billiard Congress of America were delighted that Iwan Simonis and Aramith (Saluc) have extended their support of the Atlantic Challenge Cup in 2018 as the official cloth and ball of the event, which took place in Las Vegas, November 29 - December 1, 2018 at the South Point Hotel and Casino. Simonis 860® cloth and Aramith® Tournament™ TV Pro-Cup Pool Ball Sets were used during the event.

"We were excited to have Simonis and Aramith return as partners in the Atlantic Challenge Cup," said Billiard Congress of America Chief Executive Officer Rob Johnson. "They recognize the opportunity this event presents for our industry to come together to reward junior players for their tremendous dedication to the sport and to not only promote the game to an audience of potential junior players, but to players of all skill levels and ages. With the generous support of all our partners, this event continues to see increased exposure and prestige on an international scale."

"We are pleased at the progress that the Atlantic Challenge Cup is making in junior play in North America," said Iwan Simonis and Aramith North American President Ivan Lee. "Team USA is strengthening and getting outstanding opportunities to see what world-class competition is all about. The experience that these young athletes are having is truly exceptional and our industry is working together well to support these competitors. I feel that the Atlantic Challenge Cup is doing great things for billiards."

Launched in 2015, the Atlantic Challenge Cup features the best youth players from Europe and America in a Mosconi Cup style event. Six players on each team, four boys and two girls, battle it out on an annual basis to see who has bragging rights across the Atlantic. The event is the result of a joint venture between the Billiard Congress of America and the European Pocket Billiard Federation.

Ends.....

17th December 2018

For further information please contact: Stuart Gardiner - Stuart.Gardiner@wsptextiles.com



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