



News Release

April 27, 2017

### **AGSA and Loft8 Sign Partnership Agreement**

The Alberta Golf Superintendents Association (AGSA) and Loft8 Apparel are very excited to announce that they have entered into a partnership agreement to provide apparel to AGSA superintendents and their staff at reduced prices and to provide sponsorship support to the AGSA in return for opportunities to expose Loft8 and the Loft8 product to superintendents across the Province.

“Loft8 is very excited to be partnering with the AGSA to provide superintendents and their staff with quality clothing for their on course needs”, said Charles Choe, President of Loft8 Apparel. “Our garments are comfortable to wear, easy to care for and will keep their professional appearance throughout the golf season”.

AGSA President, Robin Sadler stated, “We are pleased to be able to work with Loft8 to improve the quality of association events while providing our members with a substantial reduction on the pricing of Loft8 clothing items. We look forward to a long relationship with Charles and the Loft8 team.”

The primary focus of the agreement is price reductions of up to 20% off the wholesale prices for AGSA members that order staff clothing. In return, Loft8 receives a number of opportunities throughout the year to expose its brand and its offerings to AGSA members. Ken Cousineau, President and CEO of Delta6 Consulting will be representing the Loft8 brand and will be the main point of contact for Alberta superintendents.

The AGSA represents golf course superintendents throughout Alberta. The AGSA supports the efforts of its membership to continually improve the game of golf through responsible management of the golf course and surrounding lands.

Loft8 was established in 2004 by Founder and CEO Charles Choe. In 2016, Charles recognized the potential for a quality apparel company that serviced the specific needs of turf professionals with quality garments at an affordable price. The vision for LOFT 8 is simple; create a plan for success, provide customers with top quality apparel and back that up with a relentless passion for customer satisfaction.

To check out what uniforms and clothing possibilities that Loft8 offers, check out their website at <https://loft8apparel-com.myshopify.com/>. As an AGSA member, you are entitled to significant savings on your clothing and uniform orders.

For more information or to order Loft8 garments, please contact Ken Cousineau, President, Delta6 Consulting (416-576-4790 / ken.delta6@gmail.com).