



\*\*FOR IMMEDIATE RELEASE\*\*

## **UNISWAG LLC X STICKSTAR LACROSSE COLLABORATION**

VIRGINIA (July 27, 2020) -- UNISWAG LLC is pleased to announce that we will be the presenting sponsor of StickStar Lacrosse's Professional Alternates Jersey Collection that will be revealed on July 30, 2020. The collection will feature 21 alternate jerseys representing various cities across the United States and Canada that will be available to purchase. The city concepts that will be featured are;

East Side: Milwaukee, Toronto, Indianapolis, Philadelphia, Brooklyn, Orlando, Boston, Chicago and New York City

West Side: Los Angeles, Salt Lake City, Denver, Houston, Dallas, San Antonio, Memphis, Portland, Phoenix, San Francisco and Seattle

The jerseys will be available in two different styles; Hoops Cut and Festival Cut and will become available for Pre-Order on July 30, 2020 after their reveal.

"Due to the Covid19 pandemic our primary travel based business was devastated, but because StickStar is a multifaceted lacrosse company that also manufactures apparel we decided to get creative. We teamed up with several top tier designers (several of whom were also economically disadvantaged due to Covid) to create this concept of the Professional Alternate. Many FANS yearn for a different, more creative identity and representation. Through the coordination of StickStar, our team of Designers, and UNISWAG we are bringing these amazing designs to life. We hope you'll support our initiative of \$40, high quality, designer, professional alternates presented by UNISWAG!" Anthony Crimmins, Owner of StickStar Lacrosse on the inspiration for the line.

To stay up to date on the release, follow @UNISWAG on [Instagram](#), [Twitter](#) and [Facebook](#) and @StickStarLax on [Instagram](#), [Twitter](#) and [Facebook](#).

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