



**Battlefields To Ballfields**



## **Cliff Keen Athletic Enters Partnership Agreement With Battlefields to Ballfields Officiating Program**

April 26, 2019

ANN ARBOR, MI – Cliff Keen Athletic is excited to announce an official supplier and marketing agreement with Battlefields2Ballfields (B2B), an organization founded by former Vice President of Officiating for the NFL and current Fox NFL & College Football Rules Analyst Mike Pereira. Battlefields2Ballfields is an organization that provides veterans and active duty military an opportunity to integrate back into their communities through officiating scholarships.

As part of this supplier and marketing alliance, Cliff Keen Athletic, the world's leader in performance apparel and uniforms for sports officials, will provide officiating uniforms to B2B scholarship recipients to wear on the field of play. In addition, Cliff Keen will also provide other apparel at special military discounts as well as special sponsorship promotions and a Battlefields2Ballfields line of clothing to the public.

"We are thrilled to be a part of this terrific program that Mike has created," said Chad Clark, Senior Vice President at Cliff Keen Athletic. "The commitment to America's active military and veterans is a cause we believe in and wanted to get behind from day one. The tie-in to officiating is such a natural fit. Ultimately, if we can help lead active military and veterans into such a noble avocation like officiating, while growing the participation base for officiating, then that's something that we are wholeheartedly passionate about."

Mike Pereira, President of Battlefields2Ballfields added: "Our mission at B2B is two fold: We want to help U.S. Armed Forces return home and provide them and opportunity to serve again by becoming a sports official helping to guide the future of our young people who are involved in sports. And also, our foundation connects the dots among veterans, youth, and community. Through our first three years, we have enrolled over 200 veterans to take part. And with a great partner like Cliff Keen stepping up in a big way, we hope to enroll an additional 100 in our scholarship program this year."

Founded in 1958 by legendary coach, official, and innovator Cliff Keen, Cliff Keen Athletic is a leading supplier of officiating gear and apparel. To this day, Cliff Keen Athletic continues to lead in developing products on the cutting edge of function and technology. Follow Cliff Keen Officiating at [www.cliffkeen.com](http://www.cliffkeen.com), <https://www.facebook.com/CKA.Officiating/>; Instagram: cliffkeenofficiating; Twitter: @CKAofficiating

### **About Battlefields2Ballfields (B2B):**

Battlefields2Ballfields provides veterans an opportunity to integrate back into their communities through sports officiating. Battlefields2Ballfields is a 501(c)(3) nonprofit corporation, which is funded by charitable contributions from businesses, organizations, and individuals. A Battlefields2Ballfields scholarship will provide coverage for three years. Bookmark, like and follow Battlefields2Ballfields at [www.battlefields2ballfields.org](http://www.battlefields2ballfields.org) ; <https://www.facebook.com/battlefields2ballfields/> ; Instagram: Battlefields2Ballfields;