



## **PAWS London Capital announces new sponsorship deal with Kukri Sports**

Kukri Sports, one of Britain's leading sportswear companies, are now official sponsors of PAWS London Capital, the only London team in the British Basketball league (BBL). Kukri Sport will be providing a brand new home and away kit, as well as promotional literature, advertising and their own group of professional dancers.

The sponsorship deal was arranged by PAWS London Capital's Director Brandon Bethel and Carl Bailey, Kukri Sports' marketing and PR manager. Bethel said "this is a fantastic partnership and I am very excited about the opportunities this will bring. Kukri Sports are well respected and well established and will be able to help us build on the brand we have here at PAWS London Capital."

PAWS London Capital, who play out of Capital City Academy in Brent, joined the BBL in 2007. The new kit and sponsorship will mean Kukri Sportswear is now part of London basketball and they will be able to build on their profile in UK basketball ahead of the 2012 Olympics.

Kukri have also arranged for the Kukri Allstarzz, their professional dance team, to entertain at all home games. Currently most well known for their support of Rugby Union and League teams, Kukri are excited about bringing their talent and excitement to PAWS London Capital.

To find out more about Kukri Sports go to [www.kukrisports.com](http://www.kukrisports.com) or to find out more about PAWS London Capital visit [www.londoncapital.org](http://www.londoncapital.org) or call Brandon Bethel on 07841 580 983.