

## Historically Black Colleges Universities Team w New Era

Written by Westside ID4517

Wednesday, 01 October 2008 01:56 -

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New Era Cap Co., Inc., the leading headwear designer and manufacturer will team up with Tradition, an Atlanta-based apparel design company, to launch "New Era presents Tradition," a full line of caps and apparel that will support "the Yard" program for Historically Black Colleges and Universities (HBCU's). The Collegiate Licensing Company (CLC), an IMG Company, will manage the licensing for the program.

"the Yard" is an initiative dedicated to advancing the tradition, culture, and aspirations of Historically Black Colleges and Universities. The program will leverage the rich and compelling history of America's HBCU's to create a "give-back" mechanism through royalties generated from licensed product sales. A portion of all "New Era presents Tradition" sales will be paid as a royalty to the institutions to be used towards scholarships or other worthy investments on campus.

"Working with "the Yard" program allows us to give back and support one of our target audiences - college students," said Pete Augustine, President, New Era. "By partnering with Tradition who already has a strong HBCU presence, we hope to raise more funds to benefit campus initiatives."

To kickoff the program, New Era, Tradition and the CLC will hold a press conference on October 22, 2008, at 6pm at the New Era Atlanta Flagship Store located at 117 Luckie Street. The press conference will be followed by a private event inviting out the entertainment and business HBCU alumni community of the city.

New Era headwear and Tradition apparel, primarily tees and fleeces, will hit bookstores at 13 participating colleges and universities beginning in September 2008. This will be a limited launch with more fashion-forward products becoming available at clothing boutiques in the surrounding areas of the schools for the holiday season. In addition, New Era and Tradition will participate in events at select colleges and universities throughout Fall 2008 and beyond to promote the brand.

"We're excited to have teamed up with New Era to develop a more fashion forward collegiate collection. New Era has truly bridged the gap between licensed headwear and fashion headwear for quite sometime, and we hope to add to that success with Tradition," said Gerard Murray, Tradition. "We hope aligning ourselves with the great legacy and pride of the HBCU

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students and alumni will speak volumes to our commitment to build on their future."

"HBCU's have some of the most storied traditions and history of all American colleges and universities, and the "New Era presents Tradition" product line will bring this to life." said Cory Moss, CLC's Senior Vice President and Hampton University Alum ("92). "We are thrilled to be partnered with New Era and Tradition to create the premier apparel line celebrating HBCU's." Special invited guests for the launch event include: Bobby Valentino (r&b artist/clark atlanta university) Brian Michael Cox (writer/clark atlanta university) Brain Barber (director/clark atlanta university) , Fonzworth Bentley (actor/morehouse college), Eva Pigford (top model/clark atlanta university), Keisha Knight-Pulliam (actress/spelman college), Emmanuel Lewis (actor/morehouse college), Polo da Don (producer/rapper/morehouse college), Mason Betha (hip hop rapper/clark atlanta university), Killer Mike (rapper/morehouse college), and many more.

Schools participating in The Yard program include: Alabama A & M University, Alabama State University, Alcorn State University, University of Arkansas-Pine Bluff, Bethune-Cookman University, Coppin State University, Delaware State University, Florida A & M University, Grambling State University, Hampton University, Howard University, Jackson State University, Lincoln University, University of Maryland-Eastern Shore, Mississippi Valley State University, Morehouse College, Norfolk State University, North Carolina A & T State University, North Carolina Central University, Prairie View A & M University, South Carolina State University, Southern University, Tennessee State University, Texas Southern University, Tuskegee University, Virginia State University, and Winston-Salem State University. For more information visit [www.neweracap.com](http://www.neweracap.com) or [www.traditionhbcu.com](http://www.traditionhbcu.com)