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FOR IMMEDIATE RELEASE

2008 GenerationPool.com 9-Ball Championships Sponsors Named: BCA Accepts Bids from Industry Supporters

Broomfield, Colo. – February 20, 2008 – The Billiard Congress of America (BCA) is pleased to announce the sponsors of the [2008 GenerationPool.com 9-Ball Championships](http://www.GenerationPool.com). The annual bid process has granted exclusive official product sponsorships to:

- **Official Table Sponsor:** [Olhausen Billiard Mfg., Inc.](http://www.Olhausen.com)
- **Official Cue Sponsor:** [Sterling-Fury Cues](http://www.Sterling-Fury.com)
- **Official Cloth Sponsor:** [Sterling-Milliken Super Pro](http://www.Sterling-Milliken.com)
- **Official Furniture Sponsor:** [Mikhail Darafeev](http://www.Mikhail.com)
- **Official Ball Sponsor:** [Aramith](http://www.Aramith.com)
- **Closed Captioning Sponsor:** [PoolDawg.com](http://www.PoolDawg.com)
- **Rotational Signage Sponsor:** [American Poolplayers Association](http://www.AmericanPoolplayers.com)
- **Rotational Signage Sponsor:** [CueSight.com](http://www.CueSight.com)
- **Hall of Fame Reception Sponsor:** [Sterling Gaming](http://www.Sterling-Gaming.com)
- **VIP Reception Sponsor:** [Sterling-Fury Cues](http://www.Sterling-Fury.com)

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The BCA recently issued the official sponsorship offers to qualified BCA members, and solicited sealed bids for product sponsorships and non-competing advertising opportunities in support of the upcoming championships. For the first time, the 2008 GenerationPool.com 9-Ball Championships will be held in conjunction with the [International Billiard & Home Recreation Expo](#), June 12-14, in Charlotte, North Carolina. The tournament's semi-finals and finals events will take place June 11-12 in the Grand Ballroom at the Charlotte Convention Center, with ESPN broadcast taping of the semi-finals and finals at the close of the event.

Further, ESPN is committing more time to showing the GenerationPool.com 9-Ball Championships on ESPN and ESPN2 in 2008. After speaking with ESPN about the innovative changes developed for the tournament, they were thrilled to add two additional hours of programming for the event, meaning the event will air for a minimum of six hours. These additional hours of airtime will add more than 30 percent of first-run coverage shown on television.

Unclaimed product categories (chalk and rack) are still available, along with associated, non-competing ad placement on the arena scoreboard and sideline rotating banners. Bidding remains restricted to BCA members in good standing and more details may be requested by e-mail to Trish Chavez, BCA marketing director, at trish@bca-pool.com.

About Billiard Congress of America

Founded in 1948, the Billiard Congress of America is a non-profit trade organization dedicated to growing a united, prosperous and highly regarded billiard industry through BCA leadership. The BCA seeks to enhance the success of its members and promote the game of billiards through educational, marketing and promotional efforts, annual industry trade shows, tournaments and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, visit www.bca-pool.com or call 866.852.0999.

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