

For Immediate Release
September 18, 2020

Contact: Walker Jones
Chief Marketing Officer, 3STEP Sports
(410) 926-8170
Walker.jones@threestep.com

New Balance Select formed by Elite Baseball League and Premiere Baseball Conference

BOSTON — The Elite Baseball League (EBL) and Premier Baseball Conference (PBC) have formed a new League called New Balance Select, a merger that unifies the top two baseball leagues sponsored by one of the top brands in the sports industry. Combining these entities will change the landscape of baseball in the region .

While powered by 3STEP Sports, New Balance Select has positioned itself to be the leading baseball league and tournament operator in all of New England with unprecedented infrastructure, coaches and resources.

“We really wanted to bring all the clubs back together with the common goal of playing competitive baseball and creating opportunities for the players. In order to take this league to the next level, we knew we had to partner with a nationally leading brand that has a proven track record of success.” said Patrick Mason, Commissioner of the Premier Baseball Conference.

“We are honored to have New Balance as a sponsor with their long history of providing unparalleled product and service at all levels of baseball. New Balance is an iconic brand and their reputation and authenticity will enable our league to be the absolute best in the marketplace”.

The PBC is a New England youth baseball league featuring more than 200 teams and 18 clubs comprised of players between the ages of 9 and 18. The PBC’s reach spans from Cape Cod to Maine and includes the region’s top club owners and coaches.

Similar to the PBC, The Elite Baseball League spanned across New England, hosting over 490 baseball teams, and upwards of 100 club programs annually. The league was formed in 2012 by Dave and Mike Costantino, who found earlier success together by launching Legends Baseball in 2007.

With the Costantinos and Mason leading the way, the PBC and the EBL collaborated to develop a first-of-its-kind program that will provide a 360-degree experience for baseball players of all ages.

“The vision is to create a competitive platform with the focus on organization and structure,” said Mike Costantino, who along with his brother, Dave, will serve as Co-Commissioner of the New Balance Select League.

“With State Leagues, Regional Championships, and an Elite Division, this will be the most competitive season in New England in the last decade. We have a ton of talented teams, and I’m already excited for next season’s playoffs.”

In addition to the league format, New Balance Select Tournaments will include more than 20 destination-style baseball events for players of all ages. Through the New Balance Select Experience, the program will field high-caliber national teams led by first-rate coaches with rosters built via league tryouts. The Exposure Events will offer athletes the opportunity to be seen and recruited by college coaches through club combines and tournaments that utilizes cutting-edge baseball technology.

“We’ve partnered with some of the best venues in New England for our platform. I’m very excited to roll out the different events for the 2021 season that I know will be a great experience for the teams, players and their families.” Dave Costantino said.

Mason expects the platform to set a new standard for baseball clubs and leagues thanks to the vision and leadership of the Costantinos, combined with the resources of New Balance.

“We really think the platform, and especially the league format, will take the player experience to the next level, and that’s what we always strive for,” Mike Costantino said. “We’re excited for this new chapter, and we’re thrilled about the start of the New Balance Select platform.”

For more information about New Balance Select and its lineup of offerings, please visit www.NBSelect.com.

About 3STEP Sports

3STEP Sports is the largest youth sport event and club operator in the nation. 3STEP operates more than 1,100 events and dozens of clubs in a growing number of sports and currently serving more than 1.8 million youth athletes. 3STEP delivers a professional, inspiring and authentic experience every step along the athlete journey, encompassing club team competition, national media, content platforms, team apparel, and nationally recognized tournaments. Simply put: We Run Sports. Learn more at www.threestep.com

About New Balance

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. Manufactured in the U.S. for over 75 years and representing a limited portion of our U.S. sales, New Balance Made U.S. is a premium collection that contains a domestic value of 70% or greater. New Balance owns five factories in New England and one in Flimby, U.K. New Balance employs more than 6,000 associates around the globe, and in 2019 reported worldwide sales of \$4.0 billion. To learn more about New Balance, please visit www.newbalance.com and for the latest press information please visit <http://newbalance.newsmarket.com>.

Follow New Balance Select on social media:

Twitter: @NBSelect

Instagram: @NB_Select

Facebook: NBSelect