



# COMMUNICATIONS

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## **GREENSBORO SWARM ANNOUNCE UNIQUE JERSEY NIGHT PARTNERSHIP WITH ALLEGACY FEDERAL CREDIT UNION**

*Pink Jerseys Auctioned Off at March 4<sup>th</sup> Game to Benefit Susan G. Komen*

**February 27, 2017** – The Greensboro Swarm, the NBA D-League affiliate of the Charlotte Hornets, today announced the team’s first-ever theme jersey night in partnership with Allegacy Federal Credit Union. For the team’s home game on Saturday, March 4, Swarm players will wear unique pink jerseys in a collaborative effort to raise awareness for breast cancer. Proceeds raised from the auction of the jerseys and throughout the evening will then benefit Susan G. Komen.

“We couldn’t be more proud to partner with an organization like Allegacy for our first jersey theme night,” said Swarm President Steve Swetoha. “Allegacy plays a huge part in supporting our local community through their involvement with multiple nonprofits in the Triad. This unique opportunity and Allegacy’s continued commitment to important initiatives like Susan G. Komen Northwest North Carolina is incredible and we look forward to this special night.”

The theme night will highlight Allegacy’s impactful community endeavors in the Triad and also recognize local breast cancer survivors and advocates. The special pink jerseys, which will be customized with the Swarm, Allegacy and Susan G. Komen NWNC logos, will be auctioned off in a silent auction format during the game. Winners will then be presented with the autographed jersey by the respective player postgame. Allegacy will also hand out a small giveaway to each guest in attendance and fans are encouraged to wear pink to show support for the game’s cause through a “pink-out.”

“Allegacy’s mission is “people helping people” and it’s an honor to rally alongside the Greensboro Swarm to really make a difference in the fight against breast cancer. We are excited to create such a memorable night to honor survivors,” said Cathy Pace, Allegacy President and CEO. “Both organizations have a desire to play a role in helping our community by promoting education around health and wellness to motivate individuals to keep being their best. It’s the right thing to do for our members, employees and the community.”

Leading up to the game this Saturday, pictures of the players’ unique pink jerseys will be revealed via the Swarm’s social media platforms. For more information about the Allegacy theme night and specifics regarding the auction, fans can visit [gsoswarm.com](http://gsoswarm.com). For tickets to the March 4 game against the Grand Rapids Drive, fans can call 336-907-3600 or visit [gsoswarm.com](http://gsoswarm.com).

### **About the Greensboro Swarm**

The Greensboro Swarm, the new NBA Development League affiliate of the Charlotte Hornets, began play this season as a member of Atlantic Division in the Eastern Conference. All home games during the inaugural season are played at the renovated Swarm Fieldhouse at the Greensboro Coliseum Complex. For more information or to purchase season tickets, visit [gsoswarm.com](http://gsoswarm.com) or call 336-907-3600. Follow the Swarm on Twitter ([@greensboroswarm](https://twitter.com/greensboroswarm)), Facebook ([/greensboroswarm](https://www.facebook.com/greensboroswarm)) or Instagram ([@greensboroswarm](https://www.instagram.com/greensboroswarm)).

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