

X LEAGUE NAMES MASSOV ATHLETICS ITS OFFICIAL GLOVE PARTNER

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LAS VEGAS, NV, USA, May 3, 2023

/EINPresswire.com/ -- The historic

sports venture, [X League](#), establishing the first-ever commercial platform for Women's Football, has partnered with [Massov Athletics](#) on a multi-year partnership as its Official Glove Partner.

Massov Athletics will work alongside the X League as the league builds out the Women's category, debuting with Youth Clinics to its High School and Collegiate initiatives as well as the Tier 1 commercial platform set to kickoff June 2024.

“

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Shane Stern

Much like the X League's pioneering strategy, Massov Athletics is the first and only brand to create a Women's Football gloves offering. With custom-size patterns taken from a sample of over 750 female athletes, Massov Athletics created a line of glove sizes that are made to fit female athletes. In addition, Massov's exclusive InfinityGrip® system and all-new palm material create a Hydrophobic surface so the gloves stay sticky even when

wet. Combined with their revolutionary MassovMesh® back-of-hand that is 3x more durable while remaining lightweight and breathable, make for a glove built to last all season.

“For us to truly evolve the game and create its first-ever aspirational platform, we will need visionary corporate partners like Massov Athletics who understand the potential of investing in the Women's game,” said Samantha Gordon, X League, Partner.

Massov Athletics will work closely with league headquarters and its athletes to create a custom X League gloves series featuring team colors and supply gloves to the league's Youth Clinics program.

“A tailwind is forming behind Women’s Sports, specifically Women’s Football. As a result, we sought out the X League as the category leader as we at Massov Athletics want to be part of this historic journey in opening up the game to women and girls”, said Shane Stern, CEO, and Co-Founder of Massov Athletics.

Miriah Lopez of the Los Angeles Black Storm has been named Massov Athletics’ Brand Ambassador to the X League. The star wide receiver added, “While we as athletes have control over our training regiment, we typically have no input or control over the quality of our training gear. The team at Massov Athletics truly understands the importance of the perfect fit and feel when it comes to performance gloves. Finding a corporate partner like Massov Athletics that values the athlete’s input is inspiring. Together, we will continue to evolve the perfect gloves to empower female athletes on the field”.

About Massov Athletics:

Massov Athletics (pronounced “massive”), an emerging sports performance and innovation leader, has developed a pipeline of sports accessories, apparel, and wearable technology that empowers athletes to Reach Further. A brand built for the better, our mission is to drive disruptive product innovation that addresses unmet needs and elevates performance to new levels while supporting athletic programs in our communities through our non-profit organization, Massov Impact.

About X League:

Extreme Football League, LLC (or ‘X League’) is a historic sports endeavor set to debut in Summer 2024 with clubs competing in major US markets establishing the Women’s category within America’s No.1 sport of Football. Built on a brand ethos of ‘Empowerment through Opportunity,’ the X League has taken on the responsibility to build out the Women’s category from its Youth Clinics to kicking off the first-ever commercial platform in a WNBA/NBA model for Football. The X League will be the first women’s league to be played at major arenas and stadiums as well as broadcast worldwide. The 7-on-7 full-contact tackle football league has plans on expanding to (32) US markets as well as international expansion with league-play in the UK and Germany.

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