



# LL COOL J Partners with ACE Brand to Launch the ACE Brand “A” Game Challenge

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## *Nationwide Contest Partnering With After-School All-Stars Asks Aspiring Young Athletes to Showcase their “A” Game to Win \$10,000*

ST. PAUL, Minn.--(BUSINESS WIRE)--Grammy-award winning recording artist and actor, **LL COOL J**, teams up with **ACE Brand** from **3M Company** to launch the **ACE Brand “A” Game Challenge**, a nationwide contest **asking sports fans and aspiring young athletes** to submit their “A” Game video entries showcasing unique skills and one-of-a-kind winning moments in sports. The **ACE Brand “A” Game Challenge** is partnering with **After-School All-Stars**, the number one national provider of year-round, school-based after-school programs. The contest is timed to the launch of the **innovative new product line, ACE Brand Sports Medicine Products**, which is designed to help give youth athletes the support and protection they need to be at the top of their game.

“I am honored to celebrate young athletes and their accomplishments through the **ACE Brand ‘A’ Game Challenge**,” said **LL COOL J**. “I’ve seen first-hand the positive impact team sports can have on our youth – as I always say, ‘teamwork makes the dream work.’ Our country is filled with talented and aspiring young athletes and I can’t wait to see their ‘A’ Game winning moments!”

From Monday, October 7 until Friday, November 15, **ACE Brand** invites athletes nationwide ages 13 to 24 to view the [official rules](#) and visit the [ACEBrand.com/AGameChallenge](http://ACEBrand.com/AGameChallenge) for directions on how to **submit their video entries** demonstrating how they bring their “A” Game, which can be anything from outstanding athletic skills to exceptional sporting moments. Whether it is a slam dunk or back flip, we look forward to seeing it all!

“At ACE Brand, we are committed to helping keep athletes active. With the launch of our new ACE Brand Sports Medicine Products line, we are expanding this commitment to youth athletics, helping young athletes continue to perform at their highest level, both on and off the field,” said **Taylor Harper**, Marketing Manager, ACE Brand Sports Medicine Products. “The ACE Brand ‘A’ Game Challenge captures the excitement young athletes feel when they have a one-of-a-kind winning moment and celebrates their skills and abilities.”

The **grand prize winner** will receive a **\$10,000 scholarship or cash prize** and **two runner-up winners** will each receive a **\$2,500 cash prize** and an ACE Brand Sports Medicine Products Pack. The **first 50 contest entrants** will receive an **ACE Brand Sports Medicine Products Pack** filled with ACE Brand Sports Medicine Products, a promotional t-shirt and sports towel. The contest will run from Monday, October 7 through Friday, November 15 and winners will be selected by LL COOL J soon thereafter.

“The **ACE Brand ‘A’ Game Challenge** underscores our vision to identify and fuel our students’ individual passions by tying their interests to tailored enrichment activities and sports. Through the generous donation from ACE Brand we are able to continue helping youth nationwide,” said Emily Ausbrook, Vice President of Development and Marketing, After-School All-Stars. “This year marks the 20<sup>th</sup> anniversary of After-School All-Stars and with LL COOL J’s support we are continuing to raise awareness surrounding youth athletics and physical fitness. We look forward to a successful contest and seeing how these athletes bring their ‘A’ Game!”

For more information about the **ACE Brand “A” Game Challenge** and ACE Brand Sports Medicine Products, please visit [www.ACEBrandSports.com](http://www.ACEBrandSports.com) or <http://www.ACEBrand.com/AGameChallenge>.

## About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

## About After-School All-Stars

Founded in 1992, After-School All-Stars is a leading national provider of year-round, school-based, comprehensive after-school programs. During the school year, children participate in free programs that include academic support, enrichment opportunities, and health/fitness activities. The organization’s mission is to keep children safe and help them succeed in school and in life. Over 92,000 children from families of poverty benefit in 14 U.S. regions: Atlanta, Chicago, Hawaii, Las Vegas, Los Angeles, New York, North Texas, Ohio, Orlando, San Antonio, San Diego, San Francisco Bay Area, South Florida and Washington, D.C. For more information, visit [www.as-as.org](http://www.as-as.org).

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