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FOR IMMEDIATE RELEASE

UCLA Store, JvM send Bruin pride overseas to KICKZ

Supporting the UCLA Women's Basketball team trip to Berlin, the UCLA Store collaborated with JvM and KICKZ to raise awareness of the UCLA sporting legacy internationally.

Los Angeles, Calif., Sept. 8, 2023 – Sending blue-and-gold spirit from back home in Los Angeles, the [UCLA Store](#) presented Bruin memorabilia to the fans of the [UCLA Women's Basketball](#) team during their time in Berlin. The team stopped by the [KICKZ](#) store to greet fans as part of their overseas trip for a friendly game against Alba Berlin.

In collaboration with European creative sports agency [Jung von Matt SPORTS](#) (JvM), the UCLA Store, a student-run enterprise of [Associated Students UCLA](#) (ASUCLA), gifted bags, hats, basketballs and UCLA banners to compliment the in-store KICKZ activation held on Aug. 27.

"We were excited to host UCLA's Women's Basketball team in our Berlin flagship store. These athletes are role models for so many of our young female basketball players here," said Dennis Fassoth, Senior Brand Manager of KICKZ. "With our #shegotgame initiative in mind, focusing on the women's game and giving female players a platform to shine, we could not have asked for better guests. Their feedback will prove invaluable moving forward."

Fans further learned about Bruin athletes through the chance to win signed UCLA jerseys, and a UCLA alumni Kareem Abdul-Jabbar jersey.

"We're honored to raise awareness of UCLA Women's Basketball locally and domestically this season," said Ari Baron, director of ASUCLA Marketing. "This is the first opportunity to help raise awareness about the UCLA Women's Basketball program internationally. We hope to work with many other UCLA women's sports teams in the future. Go Bruins!"

For more information and future updates about the UCLA Store, follow [@uclastore](#) on Instagram.

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About Jung von Matt SPORTS

Jung von Matt SPORTS is Europe's most awarded creative agency in sports. The agency works for associations, clubs, athletes, brands, media, start-ups and NGOs. Based in Hamburg, Jung von Matt



SPORTS is an independent and integrated part of the international Jung von Matt Group. With more than 85 employees Jung von Matt SPORTS brings together experts in creativity and advice, sports marketing know-how as well as a global network composed of six connected units: strategy, creation & production, consulting, publishing, sponsoring and e-sports. Clients include adidas, FIFA, McDonalds, Topps, Bundesliga, BMW, ESL, Bayern Munich, Amazon Games, Hisense, Hyundai, FC St. Pauli, Coca-Cola, EA Sports, Sheffield FC, Los Angeles Football Club and UCLA. Moreover, Jung von Matt SPORTS is a proud supporter and partner of Common Goal – the worldwide leading non-profit collective in soccer.

About KICKZ

Since its founding in 1993, KICKZ has been a specialist for retro and performance basketball shoes, limited sneakers and high quality streetwear apparel. Basketball is more than just a sport for KICKZ, but a culture that defines the company and connects all staff with the international basketball community through a shared lifestyle. With thousands of constantly updated performance and basketball culture products, KICKZ is not only the place to go for basketball players, but for everyone who identifies with the #nevernotballin credo.

About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit asucla.ucla.edu.