

Change your **SPIKES...**



Change your **GAME...**

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## **CHAMP® Spikes Become Official RE/MAX WLDC Sponsor** **CHAMP Spikes and WLDC from partnership.**

ROANOKE, TEXAS (August 27, 2009) – Long Drivers of America (LDA) announced today that CHAMP Spikes, the World Leader in Sport Cleat Technology® is a new sponsor of the 2009 RE/MAX World Long Drive Championship.

CHAMP Spikes, a division of MacNeill Engineering Worldwide based in Marlborough, Mass., will become the official spike for all LDA-sanctioned competition.

"We welcome Harris MacNeill and his executive team at CHAMP Spikes as our newest marketing partners," said LDA chief executive officer Art Sellinger. "The affiliation of CHAMP Spikes with the RE/MAX world finals, the premier event in power golf, provides a perfect platform to showcase the product's performance features."

Sellinger noted: "As golf's longest hitters seek to achieve massive distances with huge golf swings, it's imperative they have the traction, balance and stability in their footwork that CHAMP Spikes provides. It's a perfect fit between need and engineering."

Sellinger said he expects the majority of competitors at the upcoming RE/MAX world finals will elect to have CHAMP Spikes on their golf shoes.

The 2009 RE/MAX World Long Drive Championship, the premier event in power golf, concludes in Mesquite, Nevada on October 25-30. ESPN's 90-minute telecast of the finals will debut during the Christmas holidays (date and time TBA).

To learn more about Long Drivers of America, browse [www.longdrivers.com](http://www.longdrivers.com); to learn more about CHAMP Spikes, browse [www.champspikes.com](http://www.champspikes.com).

CHAMP is the premiere brand of MacNeill Engineering Worldwide, which has been designing and manufacturing athletic footwear components since 1931. The Company has been a pioneer in cleat technology since it introduced the world's first locking spike: SURE-LOK. Since then, MacNeill Engineering has grown to be The World Leader in the Sport Cleat industry with revolutionary offerings which include the CHAMP Q-LOK System®, the CHAMP TRI-LOK® system, as well as the most complete line of innovative spikes in the world, including the CHAMP Scorpion STINGER™ spikes and CHAMP ScorpionSpike®



# **The World Leader in Sport Cleat Technology®**