



PRESS RELEASE

## Werner to present UConn with ladders used to cut down the nets in North Texas and Nashville

Storrs, CT (October 16, 2014) -- In honor of their 2014 NCAA® Division I men's and women's basketball championships head men's coach Kevin Ollie, head women's coach Geno Auriemma and the University of Connecticut athletics department will be presented with the ladders used to cut down the nets in North Texas and Nashville from Werner Ladder, the Official Ladder of the 2014 NCAA® basketball championships. A video will be shown during the University of Connecticut's "First Night" celebration on Friday, Oct. 17, at Gampel Pavilion in Storrs, Conn. Doors open at 5 p.m. ET at Gampel Pavilion in Storrs, CT.

"Werner is incredibly privileged to be a part of history by presenting both basketball championship ladders to the men's and women's teams from the same university," said Chris Filardi, Vice President of Marketing for Werner Co. "It is an honor to be back at the University of Connecticut to commemorate the journey of Coach Ollie, Coach Auriemma and all of the hard-working student-athletes that made this possible."

A full selection of Werner ladders for both consumers and professionals are available at Lowe's, an Official Corporate Partner of the NCAA®, and at [www.Lowes.com](http://www.Lowes.com), as well as most major home centers, professional hardware and paint retailers nationwide.

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### About WERNER

WERNER, a WernerCo brand, is the world leader in ladders and has a complete line of climbing products designed for working at heights. The portfolio includes ladders, attic ladders, scaffolding, pump jacks, stages, planks, step stools, accessories and fall protection equipment including harnesses, lanyards, anchors and compliance kits. From ladders to fall protection, WERNER provides a full line of climbing equipment that's engineered to give you maximum safety, durability and productivity at every height. All WERNER products meet or exceed applicable international safety standards. For more information, visit <http://us.wernerco.com>.

### About the NABC

Located in Kansas City, Missouri, the NABC was founded in 1927 by Forrest "Phog" Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC has nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role

coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at [www.nabc.org](http://www.nabc.org)

#### About the WBCA

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game as a sport for women and girls. For additional information about the WBCA, please visit [wbca.org](http://wbca.org).

#### About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 460,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Capital One and Coca-Cola—and the following elite companies as official Corporate Partners—Allstate, Buffalo Wild Wings, Buick, Burger King, Enterprise, Infiniti, Kindle (Amazon), LG, Lowe's, Nabisco (Kraft), Northwestern Mutual, Reese's (Hershey's), Unilever and UPS.