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Southlake, Texas- 151 Sports Marketing, LLC, the promoter of the new high school boy's basketball tournament to be played over the Thanksgiving holidays, is proud to announce a Name and Title sponsor for the event. Dallas based Avery AC and Heating has agreed to place their company name on the inaugural event featuring local varsity squads including the Grapevine Mustangs, Coppell Cowboys, The Colony Cougars, Plano Wildcats, Naaman Forest Rangers, Frisco Liberty RedHawks, JJ Pearce Mustangs and host Lovejoy Leopards from Lucas, Texas. The event will officially be named the Avery Air Invitational presented by 103.3 ESPN. Don Norris, General Manager of Avery Air, had these comments on the new partnership. "This type of event exemplifies what the Avery family has been identified with for the past 51 years. This event is about families and community. Our business is about servicing the cooling and heating needs of those families across the MetroPlex and our entire organization looks forward to being an important part of the tournament's success".

There will be twelve games played on the 27th and 28th of November with the Championship Game being played at 8 PM on that Saturday night. In addition to the promotional efforts of Dallas' own sports talk leader 103.3 ESPN, all the Saturday contests will be televised on Time Warner Cable's Metro Sports (Channel 185). All games will be played at the impressive Lovejoy High School gymnasium. Mark Stafford, 151 Sports Marketing representative, had these observations of the tournament's most important addition. "When we began putting this event together it was decided our goals were to create a "Big Game" atmosphere for the teams and their fans. With the addition of extensive TV and radio coverage plus a great venue we were off to a great start. However, with this partnership in place it simply gives the tournament a greater sense of acceptance and worth. Both Avery Air and 151 Sports are preparing to make this event one of the best in the state of Texas".

For additional information on the Avery Air Invitational presented by 103.3 ESPN, please contact Mark Stafford at (817)-994-4038 or visit www.averyairinvitational.com.