



**AVERY AIR INVITATIONAL HIGH SCHOOL BOYS BASKETBALL
TOURNEY FINDS NEW HOME**

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Southlake, Texas- 151 Sports Marketing, a promoter of amateur sporting events, proudly announces a two year marketing agreement with Plano High School Athletics and their longstanding Holiday Basketball Tournament. Avery Heating and Air, located in Dallas and industry leader in heating and air conditioning installations, will become the Name & Title Sponsor for the next two years as well. Avery Air General Manager Don Norris had these thoughts on the new tournament surroundings. "We are proud to be a part of this event. We believe competition whether in business or athletics brings out the best of the competitors. We look forward to watching these young men give it all they have and win or lose they are all Champions. We appreciate the Plano High School Athletic Department and Head Coach Phil Parlin for having us involved."

The Avery Air Invitational will be held on December 27th-29th of 2010. An expected sixteen team field which includes an International entry will battle to capture the Championship Trophy. Head Coach Phil Parlin had these observations. "We played in the Avery Air Invitational presented by 103.3 ESPN last year over the Thanksgiving Holidays. We enjoyed the hospitality, TV exposure, and overall professionalism of those involved. When the opportunity presented itself to bring 151 Sports Marketing and Avery Air to our event it seemed like a great situation for all parties. The potential for exciting improvements are certainly there."

For additional information contact Mark Stafford at 817-994-4038 or visit www.averyairinvitational.com.