



**AVERY AIR ANNOUNCES DISTRIBUTION OF SCHOLARSHIPS
AT HOLIDAY BASKETBALL TOURNAMENT**

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Southlake, Texas- 151 Sports Marketing, a proud promoter of high school athletics in the MetroPlex, announced today an exciting arrangement for all participating high schools in the 2010 Avery Air Invitational at Plano High School to be played December 27-29. Avery Air has committed \$14,500 in scholarships which include \$7500 to one senior player and \$500 to the remaining fourteen teams competing within the event. Head Coaches will nominate one player who has demonstrated maturity and leadership on and off the court. Based on these nominations one player will be selected from this group to earn the prized \$7500 scholarship. Don Norris, General Manager of Avery Air Conditioning in Dallas, had these comments concerning the scholarship program. "We believe when a company is successful it is our duty to give back to the community. That is why we are proud to sponsor events like this. We hope these scholarship dollars will assist these young men as they prepare for the challenges that await them."

The Avery Air Invitational featuring a field of competitive teams from the D/FW area, Louisiana, and Australia will enter its eighteenth year of play at Plano High School Gymnasium. Chris Feris, Assistant Athletic Director of Plano ISD, rendered his thoughts on the new partnership and scholarship program. "The addition of Avery Air to our basketball tournament is very exciting. The commitment of these scholarships will only enhance the experience for the participating teams and fortunate group of young men. Together, we hope to create one of the finest and memorable high school tournaments in the State of Texas."

For more information on the Avery Air Invitational visit www.averyairinvitational.com. Affordable and effective sponsorships are available.

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