

KALAMAZOO COBRAS PRESS RELEASE

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OUT WITH THE PURE, THE COBRAS ARE HERE!!!!

New Owner, Amber Duncan acquires Kalamazoo's professional, minor league Basketball team. New logo, image, and venue scheduled for release in the 2016-2017 season!

Kalamazoo, MI, April 18, 2016– The “formerly known” Kalamazoo PURE Basketball association is now under new ownership. As of April 18th, 2016, Portage native, Amber Duncan announced the acquisition of the Professional Minor League Basketball Team for the 2016-2017 season.

“This team has gone through a number of unfortunate trials, tribulations, and plethora of negative publicity throughout their first season as a part of the American Basketball Association. I have watched these young men’s efforts over the last few months, and believe wholeheartedly in each and every one of them, regardless of the negative light that was placed onto the organization. I believe in the members of this team not only in their ability to lead Kalamazoo County in a professional sports organization, but also as dedicated, genuine, contributing, hard-working young men in today’s society. These guys deserve not only ONE more season, but MANY more seasons playing professional basketball in Kalamazoo County. Through dedication, determination, drive, and an extreme amounts of effort put forth by the men on this team, they managed to rank 8 out of 92 teams across the nation for the 2015-2016 Season. These are the type of men we want as role models for our children in this community. I plan to build them and this organization up to be the very best that it can possibly be. We need the communities support, and I know going forward, we will have just that.” –Amber Duncan

Amber Duncan was the Vice President of Sales and Marketing for the “formerly known” Kalamazoo PURE team during the 2015-16’ season, and knows just how important it is to keep this organization going throughout the City of Kalamazoo and Portage. “These men are dedicated, and very much ready (alongside myself and my management team) to rebuild their image throughout the community. The Cobras are pushing for an extremely successful upcoming season.”

“I helped build this team from ground zero over the past year, as the VP of Sales and Marketing, and it honestly broke my heart to leave them before the season ended. I did what was best for everyone involved based on the circumstances and the timing of events. When the opportunity arose to take ownership of the team after the previous owner, Rico White left them, and knowing everything these men had been through throughout the 2015-16 season, I had to take the opportunity under my wings. I took the liberty to get rid of any stigmas that may be attached to the former “PURE name” and will be moving forward with the NEW name, NEW idea, and NEW organization. Going forward, we will be known as the Kalamazoo Cobras. We are ready and very excited for this upcoming season. I am very proud of these men, and cannot wait to share them with the entire community.” –Amber Duncan

The 2016-2017 will run November, 2016 to April, 2017. A new logo, team colors, roster, try-out opportunities, website, social media sites, camps, and playing venues will be unveiled over the next couple of weeks.

If you would like more information about this topic, or for employment opportunities within the Cobra Organization, please contact:

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