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## Southern Exchange Named Official Merchandiser of Georgia Southern Athletics

Georgia Southern University

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# Georgia Southern University Athletics

# BIG NEWS



Southern Exchange Named Official Merchandiser of Georgia Southern Athletics  
Eagle Nation will have more options to show their True Blue Spirit with new partnership  
Football  
Posted: 7/1/2019 9:30:00 AM  
[SOUTHERN EXCHANGE ON TWITTER](#)

**STATESBORO** - Georgia Southern Sports Properties and the GS Athletics Department announced Monday the naming of Southern Exchange Company as The Official Merchandiser of Georgia Southern Athletics. The partnership between SXC and GS Athletics has been developed as part of an ongoing, like-minded initiative to bring more gear to more places for True Blue Eagle Fans.

Some of the exciting, new, upcoming things you will notice include:

#### **Official Adidas Football Tee Bracket Challenge**

- Social Media Bracket Challenge where you, the fans, will get to choose this year's official tee you'll see on our players and coaches.
- Developed in conjunction with Coach Lunsford and the Football Program as well as our sideline providers at Adidas.
- In addition there will be a chance for great prizes for everyone who votes!

#### **An online presence on GSEagles.com, the official web site of GS Athletics**

- Look for links, coupons, and ads on gseagles.com

#### **Athletic Events Partnership and Presence**

- SXC will have a much greater presence at ALL athletic events including football games this season.
- Keep an eye out for merchandise, giveaways, and swag both in Statesboro and on the road.

#### **Official Georgia Southern-SXC Mobile Merch Trailer**

- Look for our tricked out Mobile Merch Trailer at all kinds of events this fall.

#### **Print-At-Home Ticket Ads**

- For those of you using the Print-At-Home Ticket option SXC will have special offers, so look for those.

#### **More Adidas Gear!**

- This fall, SXC will have even more gear from Adidas, Georgia Southern's official sideline provider.