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## **NCAA DIVISION I FIELD HOCKEY TOURNAMENT PLAYED EXCLUSIVELY ON ASTROTURF® 12**

*Short-pile Nylon Surface, Preferred by Field Hockey Players and Coaches Worldwide, Has No Rival*

RALEIGH, NC. (November 24, 2008) – A footnote to the 2008 NCAA Division I Field Hockey Tournament, won on Sunday by the Maryland Terrapins in Louisville, will be the dominance of AstroTurf® as the preferred playing surface among field hockey's elite programs. Every game of the 2008 tournament will have been contested on AstroTurf® 12, from the opening rounds played at Wake Forest, Syracuse, Michigan State and Maryland, to the semifinals and title game at the University of Louisville's Trager Stadium.

The Final Four featured Maryland, Wake Forest, Syracuse, and Iowa competing on Friday, with Maryland defeating Wake Forest 4-2 on Sunday for its sixth national championship, and the third in four years. Trager Stadium, opened in 2000, is one of the few NCAA Division I venues dedicated solely to field hockey. Thirteen of the 16 teams in this year's tournament play their home games on AstroTurf® 12, as does the defending NCAA Division I national champion, the University of North Carolina.

AstroTurf® 12 is a short-pile, knitted nylon product recognized worldwide as the preferred surface for field hockey pitches, which require high degrees of planarity, extremely tight tolerances and sophisticated drainage systems. Endorsed by the International Field Hockey Federation (FIH) and USA Field Hockey, AstroTurf® 12 provides uniform traction and consistent footing, is UV resistant, has a low-glare surface and reduces watering and maintenance costs.

AstroTurf® 12 has a storied reputation as the best surface, bar none, for field hockey. It started in the summer of 1976 in Montreal at the Olympics and for decades, from Argentina to Europe, from the Indian Subcontinent to South Africa – and throughout the U.S. and Canada – AstroTurf® has been the surface of choice for hockey clubs, school programs, tournaments and organizations.

"The gold standard in field hockey is AstroTurf® 12," said Dr. Daryl Gross, Syracuse University director of athletics. "Adding AstroTurf® 12 to Coyne Field has been an exciting part of our building and maintaining a top national athletics program."

In 2007, AstroTurf® aligned with Cleveland-based Sports Construction Group (SCG), the nation's top designer-builder of field hockey pitches. Since then, the premier U.S. colleges and universities that have chosen AstroTurf® 12 for their field hockey programs include Cornell, Colgate, Dartmouth, Duke, Old Dominion, Connecticut, Delaware and North Carolina. USA Field Hockey also chose AstroTurf® 12 for the resurfacing of the pitch at the U.S. Training Center in Chula Vista, California.

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“Field hockey is a unique sport that demands very specific playing performance criteria,” said Jon Pritchett, CEO of GSV. “A high level of precision engineering, craftsmanship and experience is required to build the near-perfect pitches that coaches and players demand. We’re very proud of our category leadership in the sport.”

In 2008, AstroTurf® hired Melissa D’Anton-Longo, a four-year letter winner and field hockey team captain at the University of Richmond, to be its field hockey marketing manager. After 10 years in sales and marketing with a Fortune 500 company, Melissa joined AstroTurf® to pursue her dual interests in business and sports.

“As a former Division I field hockey player, I understand the importance of having a specialized surface designed for ball control, predictability and speed,” said D’Anton-Longo. “Not only does AstroTurf® 12 outperform the competition in these categories, it includes other exclusive AstroTurf® innovations such as TurfAide™ antimicrobial protection, helping to safeguard athletes against staph and MRSA. It is important to me that we are leading the industry in both performance and safety.”

### **About AstroTurf®**

The iconic AstroTurf® brand offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies, leveraging the industry’s only vertically integrated manufacturing system. The relaunch of AstroTurf®, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it again as the leading innovator in the synthetic turf industry, with a growing number of high schools, colleges, professional sports teams and municipalities selecting AstroTurf®-branded products for their premium quality, technical superiority and safety. AstroTurf® is a registered trademark of Textile Management Associates, Inc.

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