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IdeasTees to run Lightning's Locker Room Nelligan Sports Marketing to oversee venture

Athletic Communications

MURFREESBORO, Tenn. - In conjunction with the Middle Tennessee Athletic Department, Lightning's Locker Room will be run by local company IdeasTees beginning in July. Nelligan Sports Marketing, the exclusive marketing rights holder for Blue Raider athletics, will oversee the business venture.

Middle Tennessee sports fans will have more access to Blue Raider merchandise and apparel as a result of a recent realignment of Lightning's Locker Room. IdeasTees and owner John Brockwell will run Lightning's Locker Room; however, it also will help offer more of a service for Blue Raider fans.

Lightning's Locker Room has previously been operated by Phillip's Bookstore.

"We have been pleased with all that has happened with Lightning's Locker Room but with growth and the demand fans have for Blue Raider gear and other accessories we believe this move will be beneficial," Middle Tennessee Director of Athletics Chris Massaro said. "It will provide our fans more merchandise on a weekly basis with a local company serving us and they will have more consistent working hours."

IdeasTees will have numerous satellite locations on gameday around Floyd Stadium, including the Greenland Drive area and Walnut Grove. Another benefit Brockwell's company will provide is timely printing of souvenir t-shirts when the Blue Raiders win a conference championship.

In addition to the general supply of apparel and accessories, IdeasTees also will handle Middle Tennessee athletics' online store, MTSUTees.com. Fans will be able to place orders online and receive their merchandise quicker due to local inventory. Gameday T-shirts also will be available throughout the year.



Nelligan Sports Marketing will oversee Lightning's Locker Room but local company IdeasTees will run the operation. This new venture will be great for Blue Raider fans. ()

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