



OFFICIAL PRESS RELEASE

**JUEL OF ONTARIO
PARTNERS WITH
POWERED BY ARC TO
HELP WITH ATHLETE
BRANDING**

MARCH 1ST, 2022

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JUEL of Ontario (operated by the Canadian Basketball Alliance – CBA) and Powered by ARC (ARC) are proud to announce a working partnership that will connect Juels' highly talented athletes with opportunities to promote themselves, by themselves, while also providing exposure for both JUEL of Ontario and Powered by ARC's organizations.

“We are extremely excited at Powered by ARC to add Juel of Ontario to the ARC Family. Our goal will be to maximize exposure for these athletes and help unlock their potential off the court by automating their online presence through our personal AI website builder, ARC Profile” says Gihan Fonseka, CEO and Founder of Powered by ARC.

The goals of the partnership is to:

- Help Juel athletes promote themselves in a unique, automated way.
- Find opportunities for JUEL, and their athletes, to find and identify partnerships and sponsorships through the ARC Profile system
- Elevate the already professional delivery of JUEL Products to scouts and recruiters

About Juel of Ontario: The JUEL of Ontario is an independent Provincial League operating for over 11 years that provides opportunities for Players throughout the entire Province. Juel is home to over 100 coaches, 1600 players, and 795 graduates. Of those graduates, 30 have represented Canada and 11 are on the senior national team.

About Powered by ARC: Powered by ARC offers a quick, easy, and affordable AI website builder to athletes in all stages of their careers. From aspiring junior athletes, to senior high school athletes looking for scholarships, to semi-pro athletes looking to take the next step, an athlete profile allows users to connect with coaches, scouts, brands, teammates, and fans. At Powered by ARC, we are excited to see you grow and succeed!

Robert Latchford
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Powered by ARC

