



AAE International Field Hockey Goals In The World Spotlight

Royersford, PA – September 14, 2009 – AAE (Aluminum Athletic Equipment Co.) specially manufactured two sets of International Field Hockey Goals for use in the 2009 BDO Women’s Junior World Cup, the premier showcase for the world’s top junior field hockey teams. The goals were shipped to Harvard University’s Jordan Field for two weeks of competition, from August 3 to 16, 2009. USA Field Hockey, the national governing body for field hockey in the United States, hosted the event.

“Our obvious focus is on manufacturing standard products; however, we do have the capabilities to design custom products,” stated Tim Driscoll, President of AAE. “And in this case, working closely with USA Field Hockey, we became the first domestic company to develop goals that meet the new International Hockey Federation regulations.”

“I contacted other companies about our event and the type of goals we needed,” began Laura Darling, Director of Strategic Partnerships for USA Field Hockey, “but AAE was the only company willing to tough out the design phase to give us exactly what we wanted - top-quality Official International Field Hockey Goals.”

The 2009 BDO Women’s Junior World Cup was the largest international field hockey event ever held in the United States. Approximately 300 athletes from sixteen nations participated in the tournament – with Netherlands claiming the championship title.

At the conclusion of the tournament, both sets of goals were delivered to the U.S. Olympic Training Center in Chula Vista, CA, so that America's future Olympic athletes could benefit from their use. Built on a 150-acre complex adjacent to Lower Otay Lake in San Diego County, the USOC has sport venues and support facilities for nine Olympic sports: archery, canoe/kayak, cycling, field hockey, rowing, soccer, softball, tennis, and track & field.

Since inventing and patenting the aluminum rocker hurdle in 1950 for the track marketplace, AAE has introduced a multitude of new products for use by coaches and athletes worldwide. With the use of advanced technology and design innovations, the firm makes over 400 items for track & field, football, soccer, field hockey, lacrosse, baseball, softball and rugby. AAE develops, fabricates and assembles most products at its Royersford headquarters and manufacturing location near Philadelphia.



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