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KANE FOOTWEAR PARTNERS WITH USA EAST COAST BASKETBALL FOR 2026 SEASON

Active Recovery Footwear Leader Steps Up to Support Elite College Athletes as USA East Coast Basketball Celebrates 20th Anniversary.

NEW YORK, NY - USA East Coast Basketball is proud to announce a new official partnership with Kane Footwear, the leader in active recovery footwear, for the 2026 season. The partnership coincides with USA East Coast Basketball's 20th anniversary and will see Kane supporting elite collegiate players as they prepare for professional careers on the global stage.

With a track record of sending more than 100 alumni to the professional ranks, including the NBA, FIBA, and top leagues across Europe, Asia, and Australia, USA East Coast Basketball provides high-caliber development described by *Slam Magazine* as "the unofficial college basketball study-abroad."

"From the NBA to FIBA and the NCAA, players and coaches alike understand the critical role recovery plays in performance," said Guy Rancourt, Director of USA East Coast Basketball. "We've recognized the benefits of Kane Footwear for years. As our athletes work to achieve their dreams of playing beyond college, Kane is the perfect partner to support their longevity and performance. We couldn't be happier to welcome them aboard for our 20th anniversary."

The 2026 season officially kicks off August 8th as players and coaches assemble in New York City for the USA East Coast Training Camp presented by Kane Footwear.

As part of the partnership, the Kane Footwear logo will be prominently featured alongside long-standing apparel partner Moneyball Sportswear on all team gear and equipment. Following training camp, the squad will travel to Canada from August 9th–15th to compete in a series of games in Montreal and Quebec City.

Fans can follow live updates, roster announcements, and game results throughout the tour on social media (Instagram: @USAEastCoastBasketball, X: @East_Coast_BBC) or by visiting USAEastCoast.com.