



### Jacqueline Waters Named WABA Director of Marketing and Team Development.

NEW JERSEY, Apr. 4, 2017 – Jacqueline Waters, who brings more than 15 years of experience in operations, marketing and public relations, has been appointed Director of Marketing and Team Development of the WABA.

Waters, who most recently served as Director of Communication and community Relations for the DMV Warriors, an ABA team, will help guide the image and team branding for the Women’s American Basketball Association (WABA), which tips off its inaugural season in August, 2017.

“I am extremely excited to be able to add Jacqueline to the WABA management team. She is an experienced marketing professional as well as a business owner, who has accepted the task of leading in building teams and branding the WABA,” said Marsha Blount, CEO of the WABA. “She will be responsible for spearheading marketing, social media and team development of the WABA.”

Waters was the Chairman for the Florida Division of the Women’s American Basketball Association (WABA) before accepting this position and is still CEO and Sports Information Director of H2O Sports Group, where she focuses on the “business behind the sport”, while her husband scouts out talent. Her former company Brown Ink Management was responsible for business reconstruction, marketing and the public relations for various companies in Florida, Georgia and California.

She holds a bachelor’s degree for University of Southern California and a master’s of science in business administration from Kaplan University.

We're still taking market reservations, for new teams, with a deadline of April 30th. The season begins August 5th, 2017, and will run thru October, culminating on crowning an inaugural WABA champion. Be a part of history, it's easy, and affordable.

For more information, visit our website at [www.womensaba.com](http://www.womensaba.com) and email us at [womensaba@hotmail.com](mailto:womensaba@hotmail.com)