



214.755.9402

ddavid@steelcurtainconsulting

Steel Curtain U

Small Colleges | Big Impact

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Contact: Darin David, 214.755.9402

EPHESUS AND STEEL CURTAIN U ANNOUNCE THREE COLLEGE CONFERENCE AGREEMENTS

DALLAS – Steel Curtain U announced three college athletic conference agreements have been reached with Eaton’s Ephesus Sports Lighting. Ephesus becomes the official sports lighting provider for Great American Conference, Heartland Conference and Lone Star Conference, which all belong to NCAA Division II.

The multi-year agreements are the first of their kind for the leader in LED lighting.

“Since we installed one of the first solid-state lighting system in a North American sports arena, facility operators and team executives have come to understand that our digital lighting solutions offer a distinct advantage when compared to conventional LED lights in creating an enhanced stage for fans and performers,” said Mike Lorenz, president, Eaton’s Ephesus Lighting business.

While Ephesus has installed lighting in many of the nation’s biggest venues including University of Phoenix Stadium (Arizona Cardinals) and Mercedes-Benz Stadium (Atlanta Falcons), the company’s lighting solutions are ideal for small colleges due to energy efficiency, ease of use, variable controls, and enhanced game viewing for fans.

“We’re excited to collaborate with Ephesus to align their brand with these three conferences,” says Darin David, president of Steel Curtain U. “Anyone who experiences a game under Ephesus lights, immediately perceives the difference. The 32 colleges in these conferences will benefit from energy savings and a world class atmosphere.”

Eaton is a power management company with 2017 sales of \$20.4 billion. We provide energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton is dedicated to improving the quality of life and the environment through the use of power management technologies and services. Eaton has approximately 96,000 employees and sells products to customers in more than 175 countries. For more information, visit Eaton.com/Ephesus.

Steel Curtain U is the college sports marketing division of Steel Curtain Consulting that represents nine small college athletics conferences. SCU builds partnerships with leading brands to serve colleges and grow conference revenue.



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Based in Russellville, Ark., Great American Conference has 12 members in Arkansas and Oklahoma. Heartland Conference, which is headquartered in Waco, Texas, reaches Arkansas, Kansas, Oklahoma and Texas with nine colleges. Lone Star Conference of Richardson, Texas, includes 11 universities in New Mexico, Oklahoma, and Texas.

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