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ProSolar Becomes First Local Company to Sign Marketing Deal With Basketball Star Aliyah Boston

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Aliyah Boston

ProSolar, which describes itself as the territory's leading residential and commercial solar power provider, announced Monday an historic partnership with University of South Carolina basketball star Aliyah Boston, a native of St. Thomas.

This partnership serves to recognize the tremendous accomplishments of Boston as a player from the beautiful U.S. Virgin Islands and is the first local endorsement of Boston by any company in the territory, the company said.

"We recognize the history that Aliyah has been making and could not resist associating our company and our brand with her," said ProSolar's Sales & Marketing Director, Drew Alston. "The

excellence that she has represented on and off the court is a shining example of what the Virgin Islands can produce, and we are happy to be the first local company to provide Aliyah with an endorsement."

According to the release, ProSolar has filmed a commercial featuring Boston that will air locally, as well as content and on their social media platforms.

"ProSolar wanted to be the company to step up to the plate, and when we saw a social media post encouraging local businesses and the Government to get behind Aliyah, it was an easy decision for us since her parents have been customers of our's since 2014," Alston added. "It has been sheer joy watching Aliyah grow as a player and as a person, and following her athletic accomplishments. Her representation of the Virgin Islands is right in line with the ProSolar brand and the kind of excellence and service that we provide. Aliyah's parents made the decision to go with the Pros and we are proud to have them as customers."

In February Boston made history by becoming the only player in the Southeastern Conference Women's Basketball Tournament to have 20 consecutive double-doubles. The South Carolina Gamecocks star broke the record during a game against Texas A&M where Boston scored 18 points and 10 rebounds.

The achievement means Boston has now surpassed prior record holder Sylvia Fowles, who had 19 straight double-doubles in the 2005-06 season for LSU.

Elsewhere, Boston will be joining Klutch Sports Group, the agency announced on Twitter Thursday afternoon.

She will be joining the sports agency in the launch of its women's basketball division alongside professional players A'ja Wilson, Chelsea Gray, Allisha Gray and WNBA agent Jade-Li English, the [tweet](#) stated.

In a Sports Illustrated article that was released Thursday morning, Boston was heralded as the "Face of Women's College Basketball" and a "double-double machine."

The SI article states that Boston is a front-runner for the Naismith Player of the Year.

Boston has been an Associated Press All-American her first two seasons at South Carolina and a two-time Lisa Leslie Award winner.

South Carolina is the No.1 ranked team in the country and has a record of 26-1 this season. The Gamecocks have won all of their 10 games against AP Top 25 opponents this season including three victories against teams that are currently ranked in the Top 10.

In the SI [article](#), Boston's head coach at the University of South Carolina, Dawn Staley, said, "She's going to be a WNBA star, an Olympian, go overseas, make a lot of money ... the sky's the limit. She is going to create generational wealth for her and her family."

Klutch Sports Group was founded by chief executive officer and basketball agent Rich Paul in 2012. The group was listed as the #13 sports agency by Forbes Magazine in 2020 and is part of the United Talent Agency.

After founding Klutch Sports Group, Paul "forged a unique and personal approach to representing some of the top NBA talent – putting athletes first and empowering them to build careers and

brands on and off the court,” according to the United Talent Agency website.

The sports agency represents athletes in basketball and football including LeBron James, Anthony Davis, John Wall, Draymond Green and Lonzo Ball.

The announcement on Twitter noted that Boston’s addition to the agency was in regards to her name, image and likeness.

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