**Conga Sports Welcomes Cognitive Wealth Management as New Sponsor of its Flagship Tennis Tournament Program ‘CITY SLAMS’**

**FOR IMMEDIATE RELEASE**

Los Angeles, May 24, 2023 – Conga Sports Inc, a new provider of innovative racquet sports programs for everyone, is excited to welcome Cognitive Wealth Management as sponsor of its second Southern California season of CITY SLAMS, the highly anticipated tournament series that sees teams of recreational tennis players compete for their city and community. The partnership aims to support and promote grassroots tennis development while fostering financial literacy within the tennis community.

Conga Sports, renowned for its commitment to the sport and dedication to providing new and exciting tennis programs, has introduced the CITY SLAMS tennis program as a platform to engage and inspire tennis enthusiasts of all ages and skill levels with a strong sense of community. The program combines organized tournaments and community engagement initiatives to create a vibrant tennis ecosystem within the city, a region, and the entire state.

As a sponsor of the CITY SLAMS tennis program, Cognitive Wealth Management will play a crucial role in promoting financial education and well-being among program participants. The partnership brings together two industry leaders who share a common goal of empowering individuals to achieve financial success while pursuing their passion for tennis.

Cognitive Wealth Management is a team of fiduciary advisors working to help prepare for and transition through a “work optional” lifestyle. With the motto “Your Retirement is Our Business” the company works to grow its clients’ assets while managing risk to protect their future. By combining the excitement of the CITY SLAMS program with Cognitive Wealth Management's financial expertise, participants will have access to valuable resources that can positively impact their lives both on and off the court.

"We are delighted to welcome Cognitive Wealth Management as a sponsor of the CITY SLAMS tennis tournaments," said Rich Neher, President and CEO of Conga Sports. "Their commitment to financial education aligns perfectly with our vision of nurturing well-rounded athletes who are equipped with the knowledge and tools to succeed both on and off the court. This partnership will undoubtedly enhance the program and provide valuable resources to our participants."

"We are thrilled to partner with Conga Sports and support the CITY SLAMS tennis program," said Kurt Mac Millan, Partner at Cognitive Wealth Management. " Regardless of the level of wealth, we’ve always believed that people can live a better life if their finances are properly managed and well-understood. We are committed to helping people live a life focused on what’s truly important to you based on your specific goals and concerns, being accountable to you every step of the way. By combining our financial expertise with the enthusiasm and talent fostered through the CITY SLAMS program, we can create a positive impact on the lives of athletes and their families."

The sponsorship agreement between Cognitive Wealth Management and Conga Sports marks an exciting chapter in the CITY SLAMS tennis program's growth and development. The shared commitment to empowering athletes and promoting financial literacy ensures a mutually beneficial partnership that will positively impact the lives of aspiring tennis players and their families.

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**About Conga Sports**
Conga Sports is a new provider of racquet sports programs, committed to enhancing the tennis experience for players of all ages and skill levels. Their programs make tennis more accessible for players and turn them into tennis enthusiasts who play with the purpose of staying active, having fun, and playing for their community. <https://www.congasports.com/>

**About Cognitive Wealth Management**
Cognitive Wealth Management is a full-service financial services firm located in Sherman Oaks, CA.  For more information, please visit their website: <https://www.cognitivewealthmgmt.com/>