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NJ YOUTH SOCCER ANNOUNCES PARTNERSHIP WITH BLUE STAR SPORTS
Blue Star Sports Named Official Youth Sports Technology Partner of NJ Youth Soccer

East Windsor, N.J. (April 19, 2017) – New Jersey Youth Soccer announced an agreement today that names Blue Star Sports as its Official Youth Sports Technology Partner, which will include upgraded platforms for player registration, data management, communications systems and payments.

“As we focus on augmenting member benefits, Blue Star Sports enables us to implement a player registration and communications ecosystem that streamlines the process between the state associations, leagues, clubs, teams, tournament operators, and ultimately the coaches, parents, and athletes,” said Evan Dabby, Executive Director of NJ Youth Soccer. “The end result will be a more user-friendly *player journey* through the registration process.”

Blue Star Sports, whose roots originate in American soccer, is currently implementing many of the nation’s most complex systems integration projects for key partners such as CalNorth Youth Soccer, USA Football and the Amateur Athletic Union (AAU).

“New Jersey has a rich history in producing some of the best athletes in the world, particularly within the game of soccer,” said Eric Frazier, Blue Star’s President of National Sports. “By implementing our creative solutions into their athletic development system, NJ Youth Soccer will be delivering much improved functionality of its programs for players, coaches and parents. On behalf of us all at Blue Star Sports, we are very excited to be partnering with NJ Youth Soccer and to provide them with an advanced platform in terms of software and technology.”

Backed by Dallas Cowboys owner and business tycoon Jerry Jones, Blue Star Sports has enacted a number of strategic acquisitions since its inception in April of 2016. One of the key acquisitions was CaptainU, the leader in athletic development and recruiting software for athletes, clubs, events and colleges, with more than 2.5 million users spanning over 20 sports. Another acquisition of related significance is Game Officials, which is a leading provider of end-to-end referee management systems for sports organizations.

“Our partnership with Blue Star will include significant member benefits and financial discounts for NJ Youth Soccer members,” said Evelyn Gill, President of NJ Youth Soccer. “When we include the complete suite of technology products offered by Blue Star, their first-rate customer service, and their shared benefits that come with the advanced technological relationship with U.S. Soccer, we feel this partnership will be a stepping stone to future advances for youth soccer in New Jersey and throughout the industry.”

For additional information on Blue Star Sports, make sure to check out their official website at <http://bluestarsports.com/>. To hear more about the services they offer, call (866) 892-0777 or email sales@bluestarsports.com.

To find out more information about New Jersey Youth Soccer or to contact us directly, please email communications@njyouthsoccer.com. Also make sure to follow us on social media: @NJYouthSoccer

About NJ Youth Soccer Association

New Jersey Youth Soccer, a 501(c) (3) organization affiliated with U.S. Youth Soccer and the U.S. Soccer Federation, is comprised of more than 140,000 players from 5 to 19-years-old; 40,000+ coaches; and thousands of volunteers. Members collectively support the sport of soccer through training, practice, competition and the spirit of good sportsmanship. The association features recreational, travel soccer programs at multiple skill levels; Olympic Development Programs (ODP); tournaments including the National Championship series; coach and referee training and certification programs; and TOPSoccer, a program for children with special needs.