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FOR IMMEDIATE RELEASE

USA Football Selects Blue Star Sports as its Official Club, League, Team Technology Partner

Delivering the worlds leading, integrated football technology platform

April 4, 2017 (Frisco, Texas) – Blue Star Sports, the leading youth sports systems integration and technology company announced its strategic partnership with America’s leader in youth football, USA Football. USA Football and Blue Star Sports have signed a 5 year exclusive partnership to build the world’s most innovative and powerful youth football technology platform to transform the way a governing body interacts with its affiliated organizations. The ultimate goal is to empower youth football organizations and participants to have the best experience with the most modern tools at the lowest cost.

The first phase of the partnership will focus on developing an integrated web and mobile platform that provides a comprehensive suite of products serving the youth football ecosystem – national membership data center, dynamic websites, streamlined online registration and payments, event, team and roster management, scheduling, communications and back office management. Moving forward, USA Football and Blue Star Sports envision building an engaged global community sharing educational information and data, leading edge team and player communications, statistics, video content and player profiles to benefit youth football.

“After evaluating leading youth sports software companies, we felt it was important to partner with Blue Star Sports to utilize their strengths to provide cutting-edge services for the youth football community,” said USA Football CEO Scott Hallenbeck. “We’re excited about our partnership with Blue Star Sports who is committed to helping us provide an innovative product set with systems integration to meet the technological and organizational needs of youth leagues around the country.”

“USAF is an ideal strategic partner because of the vision of USAF’s leadership team and the complexity of their members wants and needs,” stated Rob Wechsler, Founder and CEO of Blue Star Sports. “We started Blue Star Sports to address the need to create a much easier and more comprehensive solution to associations, leagues, teams, coaches and parents. The USAF operating environment will provide a great opportunity for our team to showcase our commitment to youth football.”



About Blue Star Sports

With over 25 million users in 23 countries, Blue Star Sports (BSS) is the industry leader in youth sports management by providing a complete innovative technology platform for all national governing bodies, youth sports leagues, clubs and associations. To learn about how Blue Star Sports is revolutionizing youth sports management, visit <http://www.bluestarsports.com>.

About USA Football

[USA Football](#) designs and delivers premier educational, developmental and competitive programs to advance and grow the sport. As the sport's national governing body, member of the U.S. Olympic Committee and organizer of the U.S. National Team for international competition, USA Football partners with leaders in medicine, child advocacy and athletics to support positive football experiences for youth, high school and other amateur players. Follow us on [Facebook](#) or on [Twitter](#).

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