



Ontario Lacrosse Festival  
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#### ONTARIO LACROSSE ANNOUNCES RENEWED PARTNERSHIP WITH SMSNET

TORONTO – The Ontario Lacrosse Association is pleased to announce SMSnet will return to power the Festival Scoreboard Alert Service at this year’s Ontario Lacrosse Festival.

The thirteenth annual Ontario Lacrosse Festival kicks off on Friday, July 29<sup>th</sup> and runs through Sunday, August 7<sup>th</sup> at Iroquois Park Sports Centre, Canada’s largest municipal sports facility, in Whitby, Ontario. Holding its status as the largest youth sporting event in Canada, this year nearly 11,028 athletes and coaches are slated to participate at the Festival with an expected audience of nearly 60,000 spectators throughout the ten-day event, communicating event results becomes a difficult task.

Though Iroquois Park remains the central hub for Festival action, continued growth of the event has resulted in the incorporation of venues in nearby municipalities such as Clarington, Oshawa and Ajax. Festival organizers realize the posting of event results on a single scoreboard in one location no longer gets the job done and have since partnered with SMSnet to deliver scores and other important information directly to the participants.

SMSnet has built a robust text-messaging platform that enables a sport organization to text important information to all members who subscribe for the service. With the guidance of President Rick O’Connor, SMSnet has become the leader in Canadian Sports Text Messaging, specializing in sending text alerts, scores, notices, and improving the communication of time sensitive information. Members of the Festival Event Team collect scores from all arenas and organize them into age divisions, then upload the results to the SMSnet platform, which delivers the scores directly to subscribers’ mobile devices.

“SMSnet is thrilled to be back at the Festival again this year providing our live TourneySMS ScoreBoard service and automated, integrated text messaging delivering scores and match-up notices to fans regardless of their location,” says O’Connor.

The concept of the Festival Scoreboard Alert Service has certainly caught on with Festival participants. In 2015, 4,650 people throughout Canada and the United States subscribed to the Festival Scoreboard Alert Service. SMSnet technology has allowed Festival organizers to reach out to interested parties who are unable to attend the event, including CanadaF wide messaging as fans can follow their national teams from home.

“Our partnership with SMSnet has been an extremely valuable service for parents, players, coaches and fans”, says Ron MacSpadyen, Marketing Director of the Ontario Lacrosse Festival. “With an event our size, keeping everyone updated on scores in real-time helps address what would become an avalanche of inquiries for our volunteers. With one free text subscription, fans can find out any score of any of the 1,000-odd games at the Festival. We appreciate Rick’s insight and expertise to help us execute properly”.

The SMSnet platform will also be used for broadcasting important information to its subscribers, including updates on which teams advance to the next round of games, schedule changes, and vendor offers.

Those wishing to use the Festival Scoreboard Alert Service can subscribe to any or all Festival events and receive final game scores as they happen. [Click here](#) to sign up online today!

For more information on SMSnet, [click here](#). For complete Festival information and coverage, visit [www.ontariolacrossefestival.com](http://www.ontariolacrossefestival.com).

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For more Festival information, please contact:

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