

# WYSA & TIPEVO

## WYSA and Tipevo, America's Youth Sports Directory, Announce Transformative Initiative in Youth Sports

May 23, 2019 - Tipevo, America's Youth Sports Directory® announced a new initiative with Wisconsin Youth Soccer Association (WYSA) designed to streamline the process of connecting players, coaches and parents with WYSA programs and organizations. With over 130 clubs reaching 55,000 players and 7,500 coaches and administrators, WYSA is now extending to its members and every Wisconsin youth soccer player, an intuitive solution for discovering the right club, as well as understanding what they are about via simple and comprehensive profiles that include community ratings and reviews. WYSA clubs will have an opportunity to claim and certify their profile listing on Tipevo to represent their programs and connect with new players in a transformative way.

In their continued effort to bring simplicity and transparency to youth sports, Tipevo allows parents and players to connect with a program in two steps and, gives participants the chance to share their experience at a club with the rest of the community, assisting others in better understanding a program's culture. User feedback on Tipevo works on a simple and secured review format and a comprehensive rating tool for grading the following: Overall Experience, Coaches, Development, Facilities, Enjoyment and Communication.

"The youth sports community is made of passion and dedication that is fueled by parents, players, coaches and programs. Tipevo is a platform that brings them all together in one place to discover a new club or a new player, connect with them, share their experiences through reviews, and thrive in their sport! We are delighted to announce that WYSA joins the growing list of State Associations committed to making their member programs available on Tipevo and to you." -Dan Conte, Founder & CEO of Tipevo.

As WYSA continues to provide benefits for its member clubs, this initiative will also focus on expanding program visibility while bringing them qualified leads to expand participation across their organization. By making it easier to understand what a program has to offer, and complementing that information with community feedback, players and parents can perform a more tailored search before connecting with a program and participating in a tryout.

"WYSA is very excited to partner with Tipevo, to provide a comprehensive club directory which also serves as a marketing tool for our member organizations. Consumers are using similar products to collect information and make everyday consumption decisions in other categories. Bringing that concept of program listings with user reviews to the sports marketplace is a natural opportunity for both the club and consumer. WYSA is looking forward to working with Tipevo and making this robust directory available across Wisconsin." -Melissa Zielinski, Executive Director of WYSA

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About Tipevo: Tipevo is America's Youth Sports Directory, designed to empower parents, players and coaches to find, connect with and leave a review for programs across the country. Using advanced technology processes, Tipevo automatically discovers, standardizes, and lists every youth sports organization across 24 sports nationwide into what's considered to be the most trusted source for information and community feedback on youth sports organizations.

About WYSA: Our mission is to provide valuable services for all of our membership through a fun, safe environment and education to promote the growth of soccer. This occurs by providing fair and consistent application of programs to all Wisconsin youth in partnership with our affiliated organizations.

