SportsEngine Partners with U.S. Ski & Snowboard to Promote Participation Across the U.S.


MINNEAPOLIS (PRWEB) November 16, 2018 -- SportsEngine, Inc., an NBC Sports Group company, will partner with U.S. Ski & Snowboard and their grassroots ski racing program, NASTAR, to promote participation in youth skiing and snowboarding across the United States.

The partnership is in celebration of the FIS Ski World Cup, the premier circuit for alpine skiing competition. Beginning on November 18, SportsEngine’s youth sports directory will dedicate its homepage to US Ski & Snowboard, an Olympic sports organization providing leadership and direction for tens of thousands of young skiers and snowboarders. SportsEngine.com will feature all U.S. Ski & Snowboard affiliated organizations along with listing all of the NASTAR ski racing locations across the US. This will enable families to quickly and easily find ski and snowboard programs in their area.

NASTAR is entering its 51st season of providing recreational public ski racing. The program is operated by U.S. Ski and Snowboard and their mission is to provide alpine racers with a ranking system that allows people to compete at more than 100 resorts. In addition, NASTAR works with ski clubs, race leagues, high schools and colleges to provide a standardized racing program that allows participants to compete against their peers, family and friends regardless of when or where they race.

“SportsEngine is helping us share the message that ski racing is fun, exciting and accessible to the public,” said Bill Madsen, Director of NASTAR, U.S. Ski and Snowboard. “Our goal is to bring the alpine racing community together with a common scoring system that provides entry-level skiers and riders with an introduction to the sport while building a fan base for our U.S. Ski Team athletes.”

SportsEngine.com is the country’s largest youth sports directory, featuring over 110,000 youth sports organizations representing over 70 sports across the U.S. and Canada. Parents and athletes can search by sport and geographic location to find a comprehensive list of youth sports organizations, programs, and events in their area. Administrators may also access SportsEngine.com to claim their organization or event, enabling them to promote programs, collect registrations, and ensure their listing appears in search results.

With this partnership, SportsEngine and U.S. Ski & Snowboard will bring resources to help families find clubs in their area that are the right fit for their children who are interested in skiing or snowboarding.

“We’re excited to partner with U.S. Ski & Snowboard to shine a brighter spotlight on the sport,” stated Travis Shives, SportsEngine Vice President of Sports. “By prominently featuring both U.S. Ski & Snowboard along with their NASTAR program on SportsEngine.com, we see this as an opportunity to share these sports with a larger audience and ultimately get more kids involved.”

About SportsEngine
Helping the world play smarter and live more, SportsEngine, Inc., an NBC Sports Group company, is the leading software provider of sport life management solutions for 35MM coaches, parents, athletes and Sport Relationship Management applications for more than 1MM clubs, leagues, governing bodies and associations.
SportsEngine helps sports organizations around the globe reduce the time they spend on administrative tasks, and enables them to focus more on developing their athletes, providing safe experiences and furthering the love of sport. Learn more at: http://www.sportsengine.com, Facebook.com/sportsengine; or twitter.com/@sportsengine.

About US Ski & Snowboard
U.S. Ski & Snowboard is the Olympic National Governing Body (NGB) of ski and snowboard sports in the USA, based in Park City, Utah. Tracing its roots directly back to 1905, the organization represents nearly 200 elite skiers and snowboarders in 2018, competing in seven teams; alpine, cross country, freeski, freestyle, snowboard, nordic combined and ski jumping. In addition to the elite teams, U.S. Ski & Snowboard also provides leadership and direction for tens of thousands of young skiers and snowboarders across the USA, encouraging and supporting them in achieving excellence. By empowering national teams, clubs, coaches, parents, officials, volunteers and fans, U.S. Ski & Snowboard is committed to the progression of its sports, athlete success and the value of team. For more information, visit www.usskiandsnowboard.org
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