



Major Youth Sports Organization in Texas Chooses SportsSignup to Streamline Online Registration

SportsSignup to Provide Service for Organization That Serves More Than 8,500 Young Athletes

Saratoga Springs, NY ([PRWEB](#)) May 25, 2010 -- [Town & Country Optimist Club \("T&C"\)](#) of Austin, one of the largest youth sports organizations in Texas, has turned to [SportsSignup](#) to manage online registrations for more than 8,500 children in eight sports.

"We're extremely pleased to be working with Town & Country Optimist Club, and appreciate their confidence in us," said Anthony Bruno, CEO of SportsSignup. "This is a significant partnership for our company, and we are excited to work closely with T&C to create an easy and intuitive registration experience for the thousands of families they serve in the Austin area, and to dramatically reduce administrative overhead for the organization."

SportsSignup, founded in 2003, offers [online sports registration](#), [e-commerce fundraising](#) and coach/volunteer background checks for more than 1,200 clients in 45 states and Canada. The company, based in Saratoga Springs, NY, facilitates several hundred thousand youth sports registration transactions per year. Its services also include processing online registration for individual events such as road races and special events.

The move to online registration with SportsSignup has dramatically reduced the amount of time league organizers and other volunteers must spend processing paperwork, handling payments and assigning players and coaches to teams, tournaments and sports camps, said Lisa Smith, the Registration Manager for T&C. In addition to online registration, T&C also utilizes SportsSignup's [KidSafePlus coach and volunteer background check management system](#) to facilitate background checks on more than 500 volunteers.

"Having a good registration module is very important," Ms. Smith said. "Since I have been with T&C, we have gone through two other registration modules before finding SportsSignup. I cannot tell you enough how excited we are to be partnering with SportsSignup. When I found out what SportsSignup can offer in a registration module compared to what we had been using, I could not believe what we were missing. Registration setup has never been easier and I can do it all by myself -- no programmer to send changes to. Besides the registration module being so user-friendly, SportsSignup's customer service is like no other. There is someone to help you at all times. Feedback from our parents as well as our individual sports associations has been very positive. We are very happy to be part of SportsSignup!"

Town & Country offers spring and fall seasons in baseball, softball and soccer, and seasonal offerings in basketball, football, golf, lacrosse and volleyball.

About Town and Country Optimist Club

For more than 35 years, T&C has offered Northwest Austin families and their children a great place to enjoy youth sports. During those years, foresighted members acquired 96 acres of land that is now the T&C youth sports complex. The facility is owned, managed, and maintained by the Town & Country Optimist Club, one of Texas' largest youth sports organizations, serving Austin youth since 1974. Offering spring and fall seasons in baseball, softball and soccer, seasonal offerings in basketball, football, golf, lacrosse, and volleyball. More than 8,500 participants served annually. T&C Optimists is a non-profit organization.

On the Web: www.tandcsports.org



About SportsSignup

SportsSignup, owned and operated by League Sports Services LLC, provides sports organizations with a fully integrated Software-as-a-Service (SaaS) solution to facilitate online sports registration, e-commerce fundraising, and coach/volunteer background check management. Since 2003, the company has been dedicated to operating a secure, affordable, and hassle-free online service suite that enables administrators from hundreds of soccer, football, baseball, lacrosse, basketball and many other youth sports organizations to spend more time on the playing field by automating many aspects of their duties.

On the Web: www.sportssignup.com

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