



## **SportsConnectTO**

*Bringing Together Teams, Brands and Fans.*

TORONTO, May 7, 2010 — Plans for SportsConnectTO, an open event that invites people to explore sports and social media, were unveiled this week on Twitter. The Toronto-based event represents the first-ever collective public panel undertaken by representatives from Toronto's social media community. SportsConnectTO will take place on **Thursday, May 20th, 2010 at 7:00 p.m. EST.**

SportsConnectTO is excited to announce **The Digital Media Zone ("DMZ")** as the location. Highlighting the theme of the occasion, Ryerson University, known for innovative and career-oriented education, has partnered as our special venue sponsor. The DMZ, located in the heart of downtown Toronto is designed to help take digitally-inspired concepts and transform them in to marketable products / services.

Speakers lined up for the panel include: Rob Jack from the Toronto Blue Jays; Jaime Stein from the Canadian Football League and Jonathan Sinden from Maple Leaf Sports and Entertainment. Moderating the discussion table is Sprouter Community Manager, Erin Bury.

"As the Toronto Community Manager for Techvibes I have a keen interest in how technology and social media are increasingly being used. Add to that my passion for professional sports and this event was a no-brainer. I'm looking forward to our featured guests sharing with our audience how they have been using social media and how the popularity of tools like Facebook, Twitter and blogging has changed how teams interact with their fans and local community," says SportsConnectTO organizer, Karim Kanji.

**For more information on SportsConnectTO visit, [www.sportsconnectto.com](http://www.sportsconnectto.com)**

### **SportsConnectTO in 100 Words:**

Technology is changing how fans enjoy the game. In response to this shift, it is evident that more and more sporting organizations are investing in social media tools to interact with their supporters.

Now more than ever, fans want a voice. With platforms such as Facebook and Twitter, real-time discussion in social media space has created communities where dialogue between fans, the team and even players can connect.

In an effort to promote sports and social media, SportsConnectTO aims to facilitate discussion between digital coordinators and share best practices, as well as outlining social media strategies to improve fan-experience.

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