



## **SportsConnectTO**

*Bringing Together Teams, Brands and Fans.*

TORONTO, May 16, 2010 – SportsConnectTO is proud to announce our latest partners, Molson Canada and Pizza Nova. Representatives from both Molson Canada and Pizza Nova will be in-house to provide SportsConnectTO attendees with beverages and food this Thursday evening.

**What:** The Championship of sports and social media events – SportsConnectTO.

**Why:** To score and explore how Toronto’s largest sporting organizations are using social media to connect teams, brands and fans. From Twitter to Facebook, Social Media is changing the game, and we want to know how and why.

**Who:** Hosted by the starting line-up of Toronto’s sporting teams social media managers, this free event is open to Toronto’s tech and social media communities.

**When:** Game Day is scheduled for this Thursday, May 20<sup>th</sup> at 6:30 p.m.

**Where:** Home Court Advantage in the heart of downtown Toronto, overlooking Dundas Square, Ryerson University’s Digital Media Zone (“DMZ”).

**To register and for more information on SportsConnectTO visit, [www.sportsconnectto.com](http://www.sportsconnectto.com)**

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### **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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