



FOR IMMEDIATE RELEASE

Huddle, the Nation's Leading High School Event Ticketing Provider, Secures Digital Event Ticketing Rights to the Western Pennsylvania Interscholastic Athletic League (WPIAL)

*Deal Provides Huddle Digital Ticketing Exclusivity with WPIAL*

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NEWS PROVIDED BY Huddle

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ATLANTA, GA, June 1, 2017 -- Huddle® today announced the company has secured the digital event ticketing rights to the Western Pennsylvania Interscholastic Athletic League (WPIAL) to further expand the nation's largest and most innovative ticketing solution for the high school market. Huddle offers an integrated digital and paper ticketing solution for both state association post-season events and individual school regular season events. There are 138 member schools in the WPIAL, and 104 already use the Huddle paper ticketing solution.

Huddle has freely provided over 1.3 billion event tickets to high schools since 2001, saving the schools tens of millions of dollars over the years. For the 2017-2018 school year, Huddle has expanded its free offerings to include the GoFan™ digital ticketing app. GoFan provides high schools with digital ticketing capabilities along with the convenience, safety and security of professional sporting events at no cost to the schools.

Additionally, the National Federation of State High School Associations (NFHS) recently selected Huddle / GoFan as its exclusive partner for a national rollout of a digital ticketing platform for high school sports.

Digital ticketing provides consumers with a convenient way to purchase and redeem tickets online or via a mobile phone. Digital tickets have become increasingly prevalent in the travel, sports and entertainment industries but have yet to materially impact the more than 450 million tickets sold annually to high school sporting events.

High school is one of the largest markets in the world that doesn't provide a digital ticketing option for fans.

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# HUDDLE®

come together

"We are excited to add the WPIAL to our rapidly expanding Huddle Tickets / GoFan family. The WPIAL and its member schools are a perfect fit for our easy-to-use digital ticketing technology, and the fans will absolutely love it," stated Huddle CEO Joey Thacker.

"Now is the perfect time to name GoFan as our official digital ticketing partner. Our fans are ready, our schools will love the simplicity, and GoFan allows us to answer the growing needs of today's events. WPIAL schools expect excellence, and GoFan delivers the best overall experience. We are thrilled for the future of WPIAL," said WPIAL Executive Director Tim O'Malley.

## About Huddle

Huddle, Inc. gives brands a local voice, lasting relationships, and a nationally scalable way to rise above a noisy advertising world. Huddle has built a trusted reputation for driving local sales through innovative marketing products like Huddle Tickets. Huddle, based in Alpharetta, Georgia, builds programs that are rooted in serving a targeted audience and converting them into passionate brand advocates. Learn more at [HuddleInc.com](http://HuddleInc.com). Stay up to date on marketing news and local solutions by following Huddle on [LinkedIn](#) or [GoFan](#) on [Twitter](#) (@GoFanHS).

## About WPIAL

The Western Pennsylvania Interscholastic Athletic League (WPIAL) was founded in 1906 by a small group of educators who recognized the need to provide a set of eligibility rules and regulations in order to insure a level playing field for interscholastic athletic competition among the schools in Western Pennsylvania. The WPIAL is made up of 10 counties, including Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, and Westmoreland. Today, the WPIAL has 138 member schools.

## Contact:

John Vaughn  
jvaughn@huddleinc.com  
6445 Shiloh Road  
Alpharetta, GA 30005  
Ph: 678-218-0927

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