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**SportalWorld and Texas Association of Private & Parochial Schools (TAPPS)**

**Work Together to Promote new Social-media, Sports Platform**

*Partnership Enhances Athletic Experience for Student Athletes, Coaches and Fans Across Texas*

DALLAS, TX (Oct. 12, 2016) – SportalWorld, the world’s first sports portal built to connect athletes, coaches, fans and communities, has joined forces with the Texas Association of Private and Parochial Schools (TAPPS) to enhance the athletic experience for member schools across Texas. This partnership also includes title sponsorship of the “TAPPS SportalWorld Game of the Week”.

SportalWorld’s free-to-use website and mobile app allows teammates, parents and fans to photo-share live pictures during games. Now each fan with a smartphone is a photographer that can postgame photos directly to a team page. At the end of the season, these photos become a yearbook for the team and their fans.

“The integration of social media with athletic events is the wave of the future,” said TAPPS’ Executive Director Bryan Bunselmeyer. “It is our goal to be at the forefront of this trend. SportalWorld’s cutting-edge platform will help to enhance the sports experience for our student athletes, their parents and their fans, while building bonds within our community.”

“We are honored to be working with TAPPS,” said Neil Salisbury, CEO of SportalWorld. “Their ongoing commitment to innovation and finding ways to add value for their members, is one reason why TAPPS has earned such a stellar reputation in the athletic community. It should be noted that, while the SportalWorld website and mobile app is free to use, this partnership also gives a portion of proceeds to the TAPPS community in support of their athletic, artistic and academic programs.”

SportalWorld provides personalized sports pages where athletes can manage their own videos, photos, stats, teams and contacts. Players can build personalized sports cards with unique QR codes that link to their own sport pages. Additionally, SportalWorld allows coaches to manage team calendars, store documents, collect photos, track stats, discuss team issues and manage game rosters in a free, secure, online environment.

## **About SportalWorld**

SportalWorld is the industry's first and only sports-portal hub built to connect athletes, coaches, fans and communities. Free, fun and easy-to-use, SportalWorld's website and mobile app supports a number of unique features including team management, yearbooks, athletic profiles, sports cards and fundraising. SportalWorld is owned and operated by S&R Online Strategies. S&R is a privately-funded company focused on building "third-wave" websites and mobile apps aimed at high-growth, multi-billion dollar markets. The company's platform combines social-media with personalized QR codes, smart-phone apps (patent pending) and advanced information-management technology for various community-of-interest groups. For more information, please visit [Support@SportalWorld.com](mailto:Support@SportalWorld.com) or contact Neil Salisbury at (214) 642-4563 or [Salisbury.Neil@gmail.com](mailto:Salisbury.Neil@gmail.com).

## **About TAPPS**

Chartered in 1978, the Texas Association of Private and Parochial Schools (TAPPS) serves to organize, stimulate, encourage and promote the academic, athletic and fine arts programs in an effort to foster a spirit of fair play, good fellowship, true sportsmanship and wholesome competition for boys and girls. From a humble beginning of 20 member schools in 1978, twelve of which remain members, TAPPS has grown to a membership of 230 schools with a combined enrollment of over 40,000 students. Schools are presently aligned in six classifications with districts across the state of Texas. For more information, please visit [www.tapps.biz](http://www.tapps.biz).