



Press Release: Blackhawks Soccer Club partners with Blue Sombrero for online registration

Media Relations:

Danah Ditzig, Club Communications Director

St. Paul Blackhawks Soccer Club

danah.ditzig@comcasst.net

February 3, 2012

Minnesota Youth Soccer Club with Deep History Adds Online Tools for its Loyal Membership

St. Paul Blackhawks Soccer Club is a recognized leader in the Midwest soccer community. Blackhawk's mission is to build character and community through soccer and be the best-run youth soccer club in Minnesota. This commitment to excellence permeates through to the staff, the volunteers and the players on the field. When the Blackhawks considered partnering with an online registration provider, it was essential that the solution be flexible and nimble enough to fit the needs of the Blackhawks organization: serving developmental & competitive leagues and camps for youth ages 5 through 19. It was also important that the partnership be grounded in quality. Blackhawks chose Blue Sombrero after a close look at the company's software and strong future direction. "It was critical to have a solution that met the high standards set by the Blackhawks," said Bill Bard, Club President. "We found a solution that offered a high quality user experience and a partner with great customer service. It is with enthusiasm that I announce St. Paul Blackhawks newest partner – Blue Sombrero. They are a key element to improve our community experience off of the field."

About St. Paul Blackhawks Soccer Club The Blackhawks are celebrating 60 years of competitive soccer in Minnesota, including a National Championship in 1990 by the U19 Boys team. Blackhawks offer year-round, comprehensive, skills-based training for players starting at 5 years old. Blackhawks players represent the diverse community of St Paul; the club provides scholarships to 20% of its players to ensure programs are accessible to all.

About Blue Sombrero Blue Sombrero is the Leading Provider for Online Registration and Web Design for Youth Sports. With SombreroREG™ and SombreroWEB™, Blue Sombrero provides online registration and club management services to hundreds of organizations across more than 45 states.