



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

Friday, February 05, 2010

### **PIAA Partners with TicketLeap for Online Ticket Sales**

Fans will be able to purchase tickets online in advance of selected Pennsylvania Interscholastic Athletic Association, Inc. (PIAA) Championships during the 2009-2010 school year and beyond through an agreement reached recently between PIAA and TicketLeap.

The service was initially offered as a pilot program throughout each round of the 2009 PIAA Soccer Championships. Based on the success of the program and positive feedback from spectators, the program will expand to most PIAA Championships in the future.

“TicketLeap is proud to partner with PIAA as its exclusive online ticketing provider,” said Mike Vaughan, Vice President of Business Development at TicketLeap. “Together, we will provide convenience and accessibility for PIAA fans, families, and friends to purchase tickets online for the first time.”

The first round of the 2009 PIAA Team Wrestling Championships, which is scheduled for Tuesday, February 9, 2010, will mark the first opportunity following the fall soccer pilot program for spectators to utilize online ticketing for PIAA Championships. PIAA Inter-District Regional Wrestling online tickets will also be made available on a series ticket basis for each of the six (6) Inter-District Regional venues scheduled to be held on Friday, March 5 and Saturday, March 6, 2010. Through the use of online ticketing, fans should expect easier access to those Inter-District Regional venues without the delay of purchasing tickets on site.

Following the Winter Sports Season, rapid expansion is expected to the point where the service is offered for most Inter-District or “state” events conducted by PIAA. Availability of the service will be through the PIAA Web site at [www.piaa.org](http://www.piaa.org) or direct through TicketLeap at [piaa.ticketleap.com](http://piaa.ticketleap.com).

TicketLeap is a full-service ticketing solution used by thousands of venues and event organizers throughout the United States. TicketLeap’s web-based ticketing software makes it simple for event organizers to sell more tickets in more ways - online, onsite, or on-the-go - with less hassle than ever before. To learn more, please visit [www.ticketleap.com](http://www.ticketleap.com).

The Pennsylvania Interscholastic Athletic Association, Inc. (PIAA) is a non-profit corporation and a voluntary membership organization formed in 1913 by a group of high school Principals. The members of PIAA consist of almost all of the public junior high/middle and senior high schools, some of the Private junior high/middle Schools, and most of the Private senior high Schools in the Commonwealth of Pennsylvania. Generally stated, the function of PIAA is to develop and enforce rules regulating interscholastic athletic competition, which are authorized or adopted by the member schools.

