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### **HomeTown Ticketing Becomes Exclusive Digital Ticketing Partner of PIAA**

LANCASTER, PA – The Pennsylvania Interscholastic Athletic Association, Inc. (PIAA), in conjunction with the Market Street Sports Group (MSSG) are proud to announce HomeTown Ticketing as the Official Online Ticketing Partner of the PIAA.

The three-year agreement allows HomeTown Ticketing to power the online ticketing for selected PIAA inter-district state playoff events and PIAA State Championships through 2021.

Fans will have the opportunity to skip the lines and purchase tickets online for these selected events directly on the association website at [www.piaa.org](http://www.piaa.org). Once purchased, fans can either print out tickets, or simply save mobile tickets to their phones for display at event admission gates. PIAA member schools are encouraged to utilize HomeTown Ticketing to post regular season contests at no cost to the school or athletic program.

HomeTown Ticketing will receive on-site recognition at all of the PIAA Championships, in addition to having a presence on [www.piaa.org](http://www.piaa.org) and in various print and electronic materials produced for the events by the PIAA.

"The PIAA is pleased to partner with HomeTown Ticketing," stated PIAA Chief Operating Officer, Mark Byers, "as this gives our fans a simple and easy option to purchase student and adult tickets to our events, without having to make a special trip to the qualifying school's athletic department or championship venue. We are confident our relationship with HomeTown will be mutually beneficial for our membership as well."

"HomeTown Ticketing is committed to supporting Pennsylvania interscholastic athletics and all member schools across the state," said Nate Nale, HomeTown Ticketing's Founder and CEO. "Our simple yet sophisticated software will help increase convenience for fans while saving athletics directors and school administrators lots of time and energy throughout Pennsylvania."

PIAA Athletic Directors who are interested in offering online ticketing and customized season pass programs to their communities should visit [www.HomeTownTicketing.com](http://www.HomeTownTicketing.com) to get started and schedule a 30 minute online demo.

**About HomeTown Ticketing:**

HomeTown Ticketing provides schools and athletic conferences with everything needed to offer professional-level online and mobile ticketing for their fans and community – at absolutely no cost to the school or association. The HomeTown Ticketing system provides unmatched value through easy-to-use ticket purchasing and redemption options, event and fan specific data & analysis tools, and state-of-the-art financial management solutions.

**About PIAA:**

Beginning in Pittsburgh, on December 29, 1913, PIAA was given the privilege of serving its member schools and registered officials by establishing policies and adopting contest rules that emphasize the educational values of interscholastic athletics, promote safe and sportsmanlike competition and provide uniform standards for all interscholastic levels of competition.

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