

Stack Sports partner with World Bowling for Next Generation Platform

New deal to at increase the International federation's global connectivity sees World Bowling adopt GameDay – Stack's revolutionary registration, events and website platform.

Stack Sports (SportsTG), the leading digital provider of sports organisations in Europe, Australia and New Zealand, today signed an agreement with World Bowling the international governing body for the sport of Tenpin, Ninepin and ParaBowling.

The agreement affirms that Stack Sports will provide GameDay™, its next-generation membership and events platform, to service World Bowling's many sanctioned events throughout the world. Stack's system will simplify and digitise the registration and administration process for all members and competitors, across World Bowling's portfolio of events starting from October 2020. As part of the partnership and in line with World Bowling's post COVID-19 strategic Initiatives, GameDay will be made available to all five continental zones and the current 114 member federations.

The partnership allows one of the world's biggest infrastructure and participation sports to capitalise on the global connectivity of over 200,000 bowling lanes and 160 million bowlers annually. With the launch of QubicaAMF partnership, ParaBowling World Cup and IBX Tour in 2021, GameDay offers the functionality to World Bowling to optimise the tournament data from individual athletes and their member federations with defined ranking and career tracking throughout each event and year.

Andy Graham, General Manager for Stack Sports – APAC/EMEA, said: "We are very pleased to be partnering with World Bowling at such a key time for the sport. Our aim every day is to simplify sporting administration and management; to let communities communicate, engage and come together to enjoy sport. With World Bowling one of our first major customers to join us on the new platform, we are excited for the opportunity to show-off all of GameDay's potential and build with World Bowling something very unique."

Andrew Oram, World Bowling's Chief Executive Officer, welcomed the partnership by saying "Stack Sports provides us with the catalyst to start a new era of how we represent our member federations and athletes. Bowling is a digitally versatile sport due to the level of technology that exists already in the sports centres. Our elite events are a showcase for the sport and Stack Sports starts the process of how we will evolve our engagement with federations, our athletes and our fans."

About Stack Sports - Stack Sports have been providing next generation technology solutions in the Australian market since 2001 and have extended the key markets they work in to include Europe, the United Kingdom and New Zealand. Other Stack Sports partners in the European region include Basketball England, The Rugby Football League, Run for All, Basketball Ireland, GB Snowsports and the Toronto Wolfpack Foundation. Stack Sports provides membership, competition and event management platforms and various digital website, e-commerce and fundraising solutions to the sports community.

About World Bowling - World Bowling is the International governing body for the sport of Tenpin, Ninepin and the newly formed ParaBowling representing five continental zones and 114 member federations.

World Bowling was recognized by the International Olympic Committee (IOC) in 1979 as the world governing body for the sport of Bowling and by the International Paralympic Committee (IPC) in 2019 for ParaBowling.

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