

# STARFINDA ANNOUNCES DAVID SCHWARZ IS TO BE ITS BRAND AMBASSADOR FOR AFL.

Melbourne, March 22, 2018. Starfinda today announced that David Schwarz will be their brand ambassador for AFL. The first of many ambassador announcements expected from the Australian start-up will see Mr. Schwarz actively involved with assisting grass roots coaches find more opportunities and professional athletes transition to life outside of football.

'I'm absolutely delighted to be involved with Starfinda', said David Schwarz. 'All over Australia, grass roots footy faces competition from other sporting codes. We need to make sure our coaches are gainfully employed, and our professional football players can transition to something they enjoy and can make a living pursuing.'

The sports coaching and event appearance app is set to change the way that everyday Australians find and book grass roots coaches, sports professionals and sports speakers. The platform will be easy to use and allow users to search and book coaches and speakers across many popular sports.

Director of Starfinda, Darren Legg, developed the platform to provide an easy experience for coaches, sports speakers and everyday Australians.

'Sport in Australia faces some big challenges', said Mr Legg. 'Participation is falling, grass roots coaches are finding it more difficult to earn a living and professional athletes are struggling to transition in ways that can monetise their experience. We developed Starfinda to provide Australian kids and emerging athletes an easy way to hone their skills and gain more enjoyment from sport.'

Asked about the role that David Schwarz will carry out as Starfinda's brand ambassador for AFL, Mr. Legg added, 'David brings a wealth of experience both as a professional athlete but also as someone who has been involved in the game at different levels over many years. He will work with us to develop the right programs for kids, coaches and for players coming out of AFL system. He's a terrific role model and we couldn't be more pleased to have him working with us.'

Starfinda app will be available for general release in May but registrations for coaches, professional athletes and sports speakers are now open. Interested coaches, professional athletes and sports speakers can register their interest directly at <https://register.starfinda.com.au> or by contacting Darren Legg directly.

## Media Contacts

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## Related Links

<https://www.starfinda.com.au>

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