



**FOR IMMEDIATE RELEASE**

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## VISIT DELCO PARTNERS WITH PLAYEASY TO HELP BRING LARGER SPORTS TOURNAMENTS/EVENTS TO DELAWARE COUNTY

Visit Delco has joined Playeasy, the leading digital platform connecting all players in the Sporting Event and Tourism Industry (sports event organizers, destinations, sports facilities, local businesses, and event participants and spectators) in the US, to highlight the county as a premier sports tournament and event destination.

Playeasy will enhance Visit Delco's ability to maximize programming and marketing of events for the more than 30 facilities across the county, including the brand new WSFS Sportsplex located just outside of Subaru Park in Chester, PA, home of the Philadelphia Union.

The partnership will streamline the process for event organizers to book events at Delaware County sports/conference facilities. The partnership will also benefit local businesses near venues, enhancing the visitor experience and increasing economic impact in those communities.

Visit Delco's portfolio of facilities has been added to the Playeasy platform, thus allowing Visit Delco to immediately receive and respond to site selection requests from event organizations in need of host facilities. This partnership allows the 580+ event organizations on Playeasy to seamlessly connect with Visit Delco online.

Playeasy was Co-Founded by Kerri Shields, a Delco native raised in Drexel Hill, PA. Shields was a three-time All-Delco point guard for Archbishop Carroll High School in Radnor, PA.

"The partnership with Playeasy was a no brainer for us," said Visit Delco, Executive Director, Steve Byrne. "Not only does Playeasy make sense in helping us to grow our sports tourism category, but we also know that with Kerri at the helm, Delaware County will be in good hands."

### ***About Playeasy***

*Founded in 2018, Playeasy has rapidly become the largest digital network in the Sporting Event & Sports Tourism Industry, helping connect all stakeholders on a centralized and easy-to-use platform. Playeasy streamlines the ability for the sports tourism industry to build awareness for their organizations, generate leads, market and service events, and collect economic impact data. To learn more, please visit [playeasy.com](https://www.playeasy.com) and download our app in the Google Play Store & Apple App Store.*