



For Immediate Release  
March 23, 2017

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## **MSID Partners with Colorado Rush Soccer Club on Rush MSID Apps**

*Colorado Rush will begin the new mobile platform launch with three Colorado clubs*

DENVER – [Mobile Sports Information Desk \(MSID\)](#), a proprietary mobile application platform for iPhone and Android devices, has partnered with the [Colorado Rush Soccer Club](#) to launch its first MSID Club Soccer Platform for Littleton, Colorado-based [Colorado Rush](#). The club will launch apps for [Rush Pikes Peak](#) and [North Denver Rush](#) at the end of March. The Colorado Rush MSID app is free to download at the App Store or [Google Play](#).

Designed to improve overall communication and support of all teams and players at all levels, the Rush MSID Platform enables Rush coaches at the Competitive, Intermediate, and Recreational levels, using the MSID Rush Coach app, to submit scores and updates from their matches. MSID's professional sportswriters will take that information and turn it into short stories that will then post to the Colorado Rush community apps for players, parents, and fans to see.

"We are excited to launch the MSID Rush Soccer app as we believe it will be a helpful platform for members to receive club news and information," said Tim Schulz, CEO, Colorado Rush Soccer Club. "Our competitive captains are having fun with it as they upload game results, team news, and pictures; and now parents can see quick game results posted by coaches and players across the club. In addition, it is a great way for our members to receive discounts around town from local businesses and corporate sponsors, who are supporting Colorado Rush. Overall, the goal of the app is to enhance club communication, and in turn, better serve our Rush families!"

Rush coaches and administrators keep the community involved with direct interaction to the Rush community, including:

- Scores and updates from all teams
- Game schedules
- Staff and Team contacts
- Rush news and special programs
- Sponsorship messages and special offers
- Social media links
- Alumni news and more

"Clubs are losing control of their branding, marketing, and communication efforts to their own teams, as team-only products are creating a "silo-effect," remarked Nick Cavarra, CEO, Mobile Sports Information Desk. "The silo-effect hurts club efforts as parents and fans only become interested in their own individual teams, losing site and interest in the club as a whole. In addition, Rush Sponsors are able to connect directly with Rush families through MSID's rich media messaging system. Sponsors can now provide special offers and coupons directly to the mobile device of Rush app users. Overall, clubs can take back control of their branding, messaging and amazing programs they offer, while promoting all of the kids and teams at every level."

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# MSID

## **About Colorado Rush Soccer Club**

Based in Littleton, Colorado, the Colorado Rush Soccer Club is a non-profit charity 501(c)(3) organization established to provide an unparalleled personal growth experience through the game of soccer and to promote life-long participation in the sport. Rush services over 5,000 youth players on an annual basis. As a member of the [United States Youth Soccer Association](#) and [US Club Soccer](#), the club offers recreational and competitive programs for players of all ages and abilities from 3 years old to adults.

## **About MSID**

MSID is a mobile application platform for iPhone and Android devices providing a digital news hub for schools and clubs to highlight events, activities, and sports news through an easy-to-use, community-driven mobile application. Parents, families, and fans will find news, team and sport updates, schedules, highlights and more. MSID's proprietary platform utilizes a secure OTT Network that enables our partners to build communication-rich engagements and contextual notifications as well as supported-messages from local, regional, and national sponsors. For more information or to find your school or sports community app, contact us at (303) 886-5538 or visit [www.mobilesid.com](http://www.mobilesid.com).

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