



RSCHOOLTODAY UPGRADES SPORTSHUB TEAM ALERTS

Simple notifications feature bridges communications gap for parents

MINNEAPOLIS, MN, July 2022 - rSchoolToday, maker of the most-adopted operating system for high school athletics and activities management, upgraded its team alerts system to help bridge the communication gap between administrators and parents in their community.

The SMS and email alerts system, which previously focused on serving as a legally-compliant way for coaches and administrators to send one-way messages, will now additionally communicate automated, right-time notifications designed to help both parties simplify their lives in a time-starved world. At launch, the upgraded team alerts system will be inclusive for all sports and activities in the SportsHub system, and triggered as administrators manage daily tasks that include posting final scores, setting start dates for the season, making game tickets available, and running fundraising campaigns.

The upgrade is part of rSchoolToday's \$40M Dash campaign, the first leg of the company's sprint to raise the most money for high school activities ever. To take advantage of the new feature, parents, athletes, and fans can sign up from their school's official athletics website, subscribe to the teams they'd like to follow, confirm their details and set messaging preferences. The service is free.

"We've told our customers that if they use our product, they'll never have to enter data twice," said rSchoolToday President Ray Dretske. "This release doubles-down on that promise, and also helps create a more inclusive, equitable atmosphere around high school sports and activities in local communities everywhere. Ultimately, we don't know what the final impact will be on the fan side, but we're hoping that by simply fostering an environment of low-barrier connections for fans and easy-to-create visibility across all of a school's programs through our software, we'll see good things happen that we didn't expect."

About rSchoolToday:

rSchoolToday is a 23-year-old company providing an integrated suite of 25 cloud-hosted Software and Mobile App solutions to the K-12 and college education market. rSchool's Sports Management Platform includes the most widely adopted athletic scheduler in the US. The company currently serves over 14,000 schools and 15 state athletic associations.