

<<Insert Your Logo>>

CONTACT:

<<Name>>, <<Title>>, <<School/University>>
<<Phone number with area code>>
<<email address>>

<<University/School>>, CUE Audio Partner to Create New <<Team name>> Game Day Tradition

FOR IMMEDIATE RELEASE, Month XX, 2018

<<CITY, STATE>> – <<Your school/university>> is introducing a new fan engagement opportunity for the 2018-19 <<sport name>> season: a CUE Live-powered, crowdsourced light show.

During the <<sport name – e.g. men’s basketball>> game <<date – e.g., September 17>>, fans will participate like never before – using their smartphones and CUE Live technology to <<how you’re using it; e.g., welcome the <<team name>> to the court>>.

In order to participate, fans simply download the CUE Live app from their app store prior to heading <<into/to>> the game. When the announcer prompts the audience and lights go down, fans will open the app, and CUE’s inaudible triggers will take over, pulsing fans’ smartphone flashlights and LED screens in sync to the beat of the <<team name>>’s music.

CUE technology doesn’t require cellular service, Bluetooth or a Wi-Fi connection to work, eliminating the connectivity issues that typically plague sporting events.

“We love partnering with <<schools/universities>> to create new traditions, and it was a privilege to work alongside <<your school/university>>,” said Jameson Rader, CEO of CUE Audio.

<<Insert quote from your school re: the light show/new tradition.>>

About <<Your school/university>>
<<Insert boilerplate/quick paragraph about your institution.>>

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