



**Junior World**  
Golf Championships

June 25, 2014

The Callaway Junior World Golf Championships are going paperless this summer with a branded mobile app powered by SportsBoard. The Junior World mobile app gives college coaches the luxury of digitally recruiting the world's top junior golfers for the first time in the event's illustrious 46-year history.

"SportsBoard's revolutionary technology will allow coaches to be much more efficient with their recruiting efforts at the Junior World," said Megan Mahoney, the Junior World's tournament director. "We strive every year to improve the recruiting experience for coaches attending our event and we know the ability to scout golfers with SportsBoard will be one of the most beneficial enhancements we've made in recent years."

While trolling the fairways of historic Torrey Pines Golf Course, coaches will be able to access tee times, pull down player profile data and record player assessments on their iPad without the need for Wi-Fi or 3G/4G. With a few taps on their screens, coaches can take video, record voice memos, type text notes and log skills-based ratings on prospective recruits.

"We value the time and effort college coaches put into recruiting their athletes and we understand a tremendous amount of energy is put forth into finding the right player," Mahoney said. "SportsBoard enables coaches out on the course to easily collect and sort through data quickly and customize it based on their specific needs."

Created in 1968 as a way to bring about greater understanding between young people from different cultures, the Junior World tournament now includes 1,200 players from 56 countries and 42 states and attracts over 300 college coaches. The tournament's list of past champions features golfing legends Tiger Woods, Phil Mickelson, Ernie Els, Craig Stadler, Amy Alcott and Lorena Ochoa. Among this year's participants are 15-year-old Guan Tianlang from China. Last year as a 14-year-old, Tianlang became the youngest player ever to tee it up at the Masters.

"SportsBoard is honored to partner with the premier youth event in the great game of golf," said Gregg Jacobs, SportsBoard's CEO and Founder. "As we do with IMG Academy and nearly 300 colleges in the U.S., we look forward to providing college golf coaches the option of going paperless for recruiting. We developed SportsBoard to enable coaches to become more efficient with their time than ever before."

The Junior World app, soon available in iTunes, sells for just \$75 and can be purchased by any college golf coach. Coaches may opt to subscribe to SportsBoard for year-round use, where all their player assessments captured on their iPad or iPhone may be organized, managed, stored

and even distributed from their cloud-based SportsBoard account, including data for their own player development and to provide evals for golfers at their camps and clinics.

To purchase the Junior World mobile app powered by SportsBoard, contact Marilou McFarlane, SportsBoard's VP of Business Development, at 415-272-2468 or via email, [marilou.mcfarlane@sportsboard-win.com](mailto:marilou.mcfarlane@sportsboard-win.com).