



Press Release

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BlazeSports America Launches BlazeSports TV First TV Learning Channel of its Kind

Atlanta, GA - BlazeSports America is pleased to announce the launch of **BlazeSports TV**, our own public access TV Learning Channel. BlazeSports TV is conveniently housed on Swiss-based Dartfish, an international leader and innovator in the world of web-based communication.

The **BlazeSports TV Learning Channel** is the first of its kind, connecting people to information and news through an exhaustive library of programs and videocasts. It provides comprehensive online educational videos, training tips for athletes, lectures and podcasts by experts and field reporters, and will enable target markets to view competitions and tournaments faster than ever before. Educational topics will include coaching, classification, sport administration, sport science, sport medicine, injury prevention, rules and officiating updates, and examples of best practice from around the world.

BlazeSports America has wasted no time in creating a diverse array of programming for BlazeSports TV. "Coaching education videos prepared in partnership with the National Association of Youth Sport in track and field, wheelchair rugby, wheelchair tennis, and swimming are already available, as well as BlazeSports camp clips and athlete to athlete advice " says Executive Director, Carol Mushett Johnson. "BlazeSports TV is the perfect response to the current economic challenges facing athletes and coaches as they strive to achieve new levels of performance." Video webinars are also publicly available on such topics as: planning a sport season; mobilizing adapted physical educators; the implementation of the Maryland Fitness and Athletic Equity for Students with Disabilities Act; cross training; boccia; sitting volleyball; and cycling. Interviews are already scheduled with Paralympic champions, international experts, and Paralympic pioneers past and present. In addition, BlazeSports TV also features rotating opportunities for Blaze teams and programs around the world to air their videos and showcase their successes. Many more programs including BNN (Blaze News Network) and TrailBlazers Kids Channel, made for and by kids, are currently in production and will be available soon.

Visit the BlazeSports TV Learning Channel now at <http://www.dartfish.tv/ChannelHome.aspx?CR=p7573> or simply type "BlazeSports TV" into your favorite search engine.

About BlazeSports America

Formed from the spirit of the 1996 Summer Paralympic Games held in Atlanta, BlazeSports America is a nonprofit organization that advances the lives of youth and adults with physical disability through Paralympic and recreational sport, healthy lifestyles, and the prevention of chronic illness. BlazeSports provides sport teams, afterschool programs, camps, leadership/pre-vocational training, competitions, and sporting events for individuals with individuals with spinal cord injury, spina bifida, cerebral palsy, traumatic brain injury, muscular dystrophy, amputation, visual impairment or blindness as well other physical disabilities. In addition, BlazeSports provides educational programs for officials, coaches, educators and volunteers. For more information, visit www.blazesports.org