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## **SUBURBAN FOOTY LEAGUES SCORE INSTANTLY WITH REDTXT**

Footy players and officials across Victoria now have unprecedented access to local footy scores and ladders via SMS for the very first time, thanks to Australian company RedTxt.

This ground-breaking new technology is the first of its kind in the world, and its popularity with local football leagues is growing at a rapid rate.

Last weekend, over 40,000 text messages were sent to registered players and officials, with up-to-the-minute results and ladders for the competitions in which they play.

Players and officials receive the updated scores and ladder between 6pm and 8pm, absolutely free, instantly. Previously, they needed to log on to the internet or wait for the local paper to be printed to find out how all the other teams in their division fared.

Signing up to receive the SMS service is easy - clubs just need to register their players' mobile phone numbers, with their express permission, onto their respective club's database. The bottom of each message sent features an advertisement, approved by the football league, which allows clubs to provide this service free of charge.

RedTxt is also a fantastic communication tool for local clubs, as the "ClubTxt" service also allows them to communicate urgent information such as venue changes, club news, cancelled matches or other important details to their players and officials in an instant, and at potentially no cost.

Melbourne footy leagues already enjoying the benefits of RedTxt include Mornington Peninsula Nepean Football League, Southern Football League, Yarra Valley Mountain District Football & Netball League, Southern Football League, Victorian Amateur Football Association, Northern Football League and Essendon District Football League.

Former St. Kilda and Hawthorn AFL Premiership player Russell Morris, part of the team behind RedTxt, is excited about what this new technology can offer local footy communities.

"RedTxt offers suburban leagues and clubs relevant and interesting footy info – fast. Players and club officials want to receive this information, and look forward to getting the text with all the updated league scores and ladders at the end of the day," he said.

"I've been at a footy club immediately after a game on a Saturday evening when the RedTxt scores have come in, and everyone's phones started beeping simultaneously. The debates and banter the results sparked among local players there was just brilliant."

It's not too late for suburban leagues to sign up for this great service, which is completely free to clubs, players and officials. If you're not already receiving your local scores via SMS, ask your league officials why – either your club doesn't have your mobile number on their database, or they haven't signed up for this free service.

For more information on how RedTxt can benefit your footy league, visit:  
[www.RedTxt.com.au](http://www.RedTxt.com.au)

## About RedTxt

RedTxt is a privately held Australian company that has developed a proprietary mobile advertising platform that allows communities to send SMS messages funded by advertisers. The SponsorTxt service is a patented system that is spam-law compliant and combines a publisher and an advertiser's message automatically creating a new mobile advertising channel.

## Media Contact

FOR MORE INFORMATION, OR TO INTERVIEW A LOCAL CLUB REPRESENTATIVE USING THE REDTXT SERVICE IN YOUR AREA, PLEASE CONTACT:

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