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#### SPORTSTOCKS.COM LAUNCHES WEBSITE AND INDIEGOGO CAMPAIGN

*Summary: Sport Stocks, an exciting new fantasy sports game, announces the launch of an Indiegogo campaign to help fund further development of this educational tool. The newly launched website, SportStocks.com, and mobile app for iOS, offer a way for kids and adults to learn investment principles while they play.*

Salt Lake City, Utah – Sport Stocks, an exciting new fantasy sports game, announces the launch of an [Indiegogo campaign](#) to help fund further development of this educational tool. The newly launched website, [SportStocks.com](#), and mobile app for iOS, offer a way for kids and adults to learn investment principles while they play. Using information such as team statistics, rosters, composition, competition, and comparative analyses to gauge stock value, users learn principles that correspond to value drivers on Wall Street. Sounds complicated? You would think so, but that is the beauty of SportStocks.com, it makes it fun and easy to learn using sports.

“After years spent at one of the top financial services firms in the world, I learned that there are serious gaps in investment strategies education,” says Sport Stocks Founder/CEO, Adam Snow. “99% of adults who invest have no clue how it all works, and I don’t blame them. It isn’t easy to understand. Kids and teenagers are never taught how to invest. I wanted to create a game that was appealing to both kids and adults and made it fun to learn investment principles using a medium that is already familiar. What could be better than sports? We’ve decided to launch an Indiegogo.com campaign to help further develop this game as an educational tool and reach the audience it was built for.”

SportStocks.com is free. No money is exchanged and users do not have to supply a credit card to play. When users create an account, they start with \$100,000 of fantasy cash to invest in their favorite teams. “Instead of buying shares of Microsoft and Boeing in the real world and risking real money, users buy fantasy shares in teams like the Yankees and Lakers. Playing with fantasy money eliminates all risk. If users thought they’d lose their hard earned dollars, they’d never take the risks needed in order to learn some of the important concepts,” says Snow. The stocks trade in real time, every day, just like the stock market. Top portfolios win prizes monthly, quarterly and annually.

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If you’d like more information about this topic, or to schedule an interview with Adam Snow, please call him at (435) 574-9379 or email Adam at [Adam.Snow@SportStocks.com](mailto:Adam.Snow@SportStocks.com)