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SwingTrack™ Mobile to Make Canadian Debut at 103rd Grey Cup in Winnipeg

Thursday, November 26th, 2015 (Toronto, Ontario, CANADA) – Football fans going to Winnipeg this weekend for the 103rd Grey Cup will get to experience the game like never before. SwingTrack™ Mobile by Visual Sports will be the simulator of choice featured at *The MacDon Fan Experience and Family Zone*, part of the Grey Cup Festival (www.103greycupfestival.ca).

Visual Sports has created custom software specifically for the Winnipeg Blue Bombers. “We’re thrilled our mobile simulator will have its Canadian debut at the 103rd Grey Cup in Winnipeg, and to be working with the Winnipeg Football Club on this,” said Visual Sports President, Peter Muellerchen. “It’s interactive and engaging, which will make it a big hit at the festival and ensure fans will have great memories of their experience for years to come.”

Fans at the event will have the opportunity to participate in two activities on the simulator: *Blue Bomber Kick* and *Throw Game*. The first is a quarterback challenge in which they’ll have to complete touchdown passes, with the second enabling fans to experience one of football’s greatest moments – kicking the game-winning field goal.

The games use real sports equipment and track scores, while leveraging SwingTrack™ Mobile’s capability for customizing game formats, stadium environments, team jerseys and players.

“We are excited to work with Visual Sports on this project,” says Wade Miller, President and CEO, Winnipeg Football Club. “We are always looking for ways to bring more to the fan experience, and *Blue Bomber Kick* and *Throw Game* is a fun and interactive way for fans of all ages to enjoy the game.”

Following the Grey Cup, the simulator will travel throughout Manitoba playing a key role in the club’s fan engagement and development efforts. Next season, it will be a staple of the in-stadia game-day experience, residing in the *Tailgate at the Plaza, Presented by Duraco Windows* fan experience area.

This is the latest in a series of deals with some of the top organizations in football. Super Bowl XLIX featured a Visual Sports’ simulator that generated high traffic and a simulator also engages fans at home games of Super Bowl Champion, New England Patriots. As well, the simulator enhanced fan experiences at the *2015 Yahoo! Sports National Draft Day* in Las Vegas and last year’s *Nissan Heisman House Tour*.

About Visual Sports

Launched in 1999, SwingTrack™ by Visual Sports (www.visualsports.ca) is a world-class golf and sports simulator company that designs products for homes, businesses and events. The simulators are in over 85 countries and used by many industry-leading companies, including the NFL, San Francisco 49ers, New England Patriots, Pepsi, Nissan, Disney Cruise Lines, EA Sports and Samsung, among others. Located in Toronto, Canada, Visual Sports has been designing and building top of the line simulators and offering unparalleled customer service for over 15 years. SwingTrack™ Mobile is the latest offering from Visual Sports and it is built on years of research and development from the Visual Sports’ product innovation lab, and is unmatched in the simulator world.

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