



## **(COLLEGE/UNIVERSITY NAME) Announces Digital Ticketing for 2021–2022 Events**

**HomeTown Fan App makes buying tickets for school events convenient, quick, and easy from any mobile device.**

(State, City) – (Date, year) – (COLLEGE/UNIVERSITY NAME) students, staff, and fans have a more convenient way to buy tickets to (COLLEGE/UNIVERSITY NICKNAME) events during the 2021–2022 school year thanks to a new partnership with HomeTown Ticketing, the nation’s leader in digital ticketing. HomeTown will provide complete digital ticketing and event management platforms for (COLLEGE/UNIVERSITY NICKNAME) public events beginning in (MONTH/SEMESTER).

The transition to digital ticketing will result in a reliable and simple experience for (COLLEGE/UNIVERSITY NICKNAME) fans and allow school staff to more easily and effectively manage all public events that require tickets for entry.

**[COLLEGE/UNIVERSITY OFFICIAL QUOTE HERE]**

Tickets for (COLLEGE/UNIVERSITY NICKNAME) events can be purchased through the (COLLEGE/UNIVERSITY NICKNAME) website or by downloading the HomeTown Fan App. The HomeTown Fan App will allow guests to manage their entire ticketing experience on most iOS or Android mobile devices. Fans can:

- Search for local events by school name and school zip code.
- Choose their favorite schools and organizations to keep updated on the latest events.
- Purchase and access tickets from their smartphone or mobile device, making it easy to review purchases and access tickets.
- Enter the events. All tickets and passes can be scanned directly from the app to enter events, providing for touchless redemption.

“We are so excited to help **(COLLEGE/UNIVERSITY NICKNAME)** streamline event management and make it easier for **(COLLEGE/UNIVERSITY NICKNAME)** fans to cheer on their favorite students on the field or on stage,” said Ryan Hart, HomeTown Ticketing Chairman and CEO.

Nationally, HomeTown provides paperless ticketing platforms to thousands of K–12 schools, colleges, and universities that have shifted from traditional paper ticketing to a modern solution to manage all aspects of their event management. Using HomeTown Ticketing for event management also has several benefits to the school including:

- Paperless transactions that are easy to track and reduce accounting errors.
- Ability to control maximum capacity for each venue or event to manage attendance.
- Eliminates the need for in-person advanced ticket purchases at school.
- Maximizes efficiencies of athletic and administrative staff that oversee the ticketing process.
- Removes the need for handling cash by offering cashless payment options for fans.
- Speeds up event admissions.

For more information about the digital ticketing process and to download the app please visit [hometownticketing.com/resources/hometown-fan-app/](https://hometownticketing.com/resources/hometown-fan-app/).

**(COLLEGE/UNIVERSITY NICKNAME) Media Contact:**

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