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CONTACT: Roman Jimenez
PHONE: (619) 838-9776

CLOUD SPORTS NETWORK PARTNERS WITH ASANA TO FIND DIVERSE VOICES IN NATIONWIDE CONTEST

**Winner Will Join The Cloud Sports Network Team To Broadcast The
2021 ASANA Softball World Series Live From Virginia Beach**

SAN DIEGO (JANUARY 13, 2021) — Cloud Sports Network (CSN) is partnering with the Amateur Sports Alliance of North America (ASANA) to produce the “Diverse Voices Contest,” a nationwide “call to voices” aimed at finding the next great professional broadcaster. The winning contestant will receive an all-expenses paid trip to join the CSN broadcast team live on-the-air for the 2021 ASANA Softball World Series in Virginia Beach, VA.

“Whoever wins this contest will be on the microphone live, broadcasting the incredible games from some of the most talented adult softball teams in the world to an audience of nearly 60,000 viewers,” said CSN co-founder and broadcaster Roman Jimenez. “If you’re a broadcast student looking for a way in, an ex-college player looking for a way to stay in, or an avid sports fan who has always dreamed of getting into the broadcast booth, then this contest is for you.”

Entering is easy and free. Contestants will visit CloudSportsNetwork.com and click on the “News” tab. There they will find three clips from previous CSN broadcasts. They will simply download the clips and for each one create a recording of roughly 30-seconds of themselves calling the action in the clip as though they were the play-by-play announcer. The recordings can be simple voice recordings on a smart phone or an even fancier version using a computer.

“How high-tech the entries come in doesn’t matter,” said Jimenez. “What matters is that we can hear your passion, talent and love for the game. Give us that, and you’ve got a shot.”

The overall winner will be brought to the ASANA Softball World Series and alternate roles in the CSN broadcast booth with members of the existing CSN broadcast team. Some games the winner be the play-by-play announcer and for some games they’ll be the “color” commentator. They’ll also get exclusive access “behind the curtain” to see what goes into making a live broadcast work.

“We are so excited for this contest,” said ASANA Commissioner Angela Smith. “When the CSN team approached us about partnering with them on the Diverse Voices Contest for the ASANA Softball World Series, it was a no-brainer. Celebrating the diversity of our community is a

cornerstone of what ASANA is as an organization. Having voices that reflect that diversity calling our games is a natural next step as our event and organization continues to grow.”

“I’m a half-white, half-Hispanic gay, cis-gendered male,” said Jimenez, “and that demographic description pretty much covers most of our broadcast team.

“When we first started our company about three years ago, we had no idea that we would be expecting an audience of nearly half a million viewers in just our 4th year. All of us at CSN feel that with that incredible growth comes an incredible responsibility to make sure the people calling these games more closely resemble the athletes on the field and the people watching at home. That’s why we’ve launched this nationwide contest.”

ASANA was created in 2007 as a non-profit organization dedicated to the promotion of amateur athletics for all persons regardless of gender, age, race, creed, religion, national origin, or sexual orientation with a special emphasis on the participation of women, trans men, trans women, non-binary and agendered people. The 2021 ASANA Softball World Series is expected to bring over 70 teams to Virginia Beach for a 4-day championship tournament.

Cloud Sports Network is the world’s first livestream broadcast company dedicated to amateur sports, with a special emphasis on those events by and for the LGBTQ community and its allies. The company started in 2017 and quickly grew to over 300,000 viewers at the end of 2019.

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