

# TicketReturn

## P R E S S   R E L E A S E

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FOR IMMEDIATE RELEASE

### UALBANY ATHLETICS CHOOSE TICKETRETURN TICKETING PROVIDER

The University at Albany (UALbany) Athletics Department announced they will be partnering with [TicketReturn](http://TicketReturn.com) as its ticketing and donor management platform provider. TicketReturn will serve as the Great Danes' official provider of industry-leading box office, online and mobile technologies.

TicketReturn offers nearly two decades of technology management experience to help clients across the country exceed their goals. The Charlotte, NC based company offers a full suite of ticketing innovations, including event marketing, access control, attendance reporting, accounting and fundraising features for sports and entertainment venues.

"Partnering with TicketReturn is the latest step in our mission to enhance the UAlbany Athletics gameday experience and we're excited to bring this new platform to our fans and supporters. Beyond TicketReturn's excellent live event ticketing functionality, we will now be able to use their platform to enhance our outreach and to ensure that we continue to serve all of our Great Dane fans." said Vic Cegles, Deputy Athletic Director.



**UALBANY**

*TicketReturn will serve as the official provider of box office, online and mobile technologies for UAlbany Athletics.*

UALbany Athletics will leverage TicketReturn's detailed reporting and convenient dashboard view. These reporting tools are fully customizable and allow the box office team to better understand their fans and make informed marketing decisions. The UAlbany team will also employ TR Donor and its powerful fundraising and donor relationship solutions to help create campaigns, collect and track demographic information and put their ticket office in sync with their fundraising goals.

"TicketReturn is excited to introduce UAlbany to multiple touch-less ticketing features as well as assist them in their fundraising goals with TR Donor." said Christie Hussey, Vice President of Sales and Marketing for TicketReturn. "We look forward to growing our relationship with the university and giving the box office team the tools and support it needs to succeed."

This partnership furthers TicketReturn's commitment to provide ticketing solutions and services to professional sports teams, cultural facilities, colleges and universities throughout the country.

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#### About TicketReturn

*TicketReturn is a leading provider of box office and online ticketing services serving more than 250 client venues and issuing more than 38 million tickets annually. As a leading provider of ticketing services for Minor League Baseball (MiLB) in the U.S. and Canada, TicketReturn also serve minor league hockey teams, soccer, basketball and lacrosse. TicketReturn's diverse client venues range from theater and casino showrooms, motorsports, horse racing, university arenas and sports stadiums reflecting the ease of use and scalability of the platform.*

For more information about TicketReturn, visit us at [www.ticketreturn.com](http://www.ticketreturn.com).