

**NEW MEXICO
ACTIVITIES ASSOCIATION**



News Announcement
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**NMAA TO USE SHOTTRACKER FOR ALL
STATE BASKETBALL CHAMPIONSHIP FINALS**

ALBUQUERQUE, NM- The New Mexico Activities Association is pleased to announce that, through a partnership with the New Mexico Gas Company, ShotTracker will be used for the 2021 Boys and Girls State Basketball Championships starting Thursday. ShotTracker is a sensor-based system that delivers statistics and analytics to teams and fans instantly.

"We are excited to have ShotTracker as an added element to the Finals for the 2021 Boys and Girls State Basketball Championships," said NMAA Executive Director Sally Marquez. "Providing real-time data to the coaches and fans will only enhance one of New Mexico's premiere sporting events."

"We are thrilled to team up with the NMAA and Playfly to bring exciting new insights and experiences to fans at the New Mexico State Championships this season," said Davyeon Ross, Co-Founder and President at ShotTracker. "Our sensor tracking system has been very successful in delivering real-time analytics and visualizations to D1 schools across the country, and we are excited to have it utilized at the high school level."

ShotTracker will be used for all championship finals at The Pit beginning Thursday May 6th. Fans will be able to follow their favorite players and teams during the state finals by accessing ShotTracker on the NMAA 24/7 App which can be downloaded at the App Store or Google Play.

For additional information pertaining to this release, please contact Dusty Young, NMAA Associate Director at (505) 977-5385 or dusty@nmact.org.

