

PROFORMANCE SPORTS MARKETING AND ENTERTAINMENT PARTNERS WITH INTERACTIVE VIDEO WEBSITE, iGot2Know.com

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Press release from: [Proformance Sports Marketing and Entertainment](#)



Austin-based Proformance Sports Marketing and Entertainment, LLC (PSME) announced today that it has teamed up with iGot2Know.com (G2K), the innovative, one-of-a-kind digital media company based in Indianapolis. G2K recently launched out of BETA, receiving over 175,000 hits in the first day alone.

The fully integrated, 100% positive and educational content video website has grabbed the attention of major brands for its ability to bring partners with a common goal into the same forum. Some prominent organizations that have signed on early include: the Women's Sports Foundation, Radio Disney, NCAA, Academic Directions, Alloy Education, Weekly Reader and Go Girl World. In addition, G2K has garnered praise from youth who want to see interactive content that informs, as well as from parents who want professionally edited videos.

G2K Founder and CEO, Lisa Feeley, has developed this website to be one that is rich in educational material in our video-crazed society. "It is our goal to provide a wealth of knowledge via an interactive website with video for all teens, young adults, their parents and educators," said Feeley. "We want everyone to have fun while they gain valuable life knowledge to help them be successful in life."

As the exclusive marketing representative for G2K's cheerleading, dance and gymnastics sectors, PSME is a natural fit. The company is currently in the process of finding a home city for its most recent development, the World Cheerleading Hall of Fame.

PSME President and Founder, Cindy Villarreal-Hughes, has a plethora of knowledge relating to the cheer and dance industries. "I'm so happy to be able to help cheerleading, dance and gymnastics become more prominent in the sports arena, not only in the United States but also around the world," said the NFL and NBA cheer and dance consultant and author of *The Cheerleader's Guide to Life*. "Cheer, dance and gymnastics organizations across the country will now have the opportunity to purchase a full video campaign for a year on the G2K website at a very affordable price to further increase awareness, traffic and market value for these organizations and the industries at large."

Sponsors who want to leverage support in these industries will have an opportunity to benefit from a wide-variety of marketing platforms. To learn more about G2K and/or PSME, please contact Najja Conway, PSME Business Development Office at (512) 692-0614 or Najja@ProformanceSports.net.

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PSME is a full-service marketing agency specializing in the areas of promotion, endorsements, sponsorship development, entertainment, and event planning. PSME specializes in creating some of the most exciting and media-friendly properties in the country by connecting pro-athlete star power to corporate American. It is our mission to provide innovative services ranging from consulting, image building, marketing and promotions, event management and hospitality, media relations, and sponsorship building, all of which inspire, create loyalty, and are growth driven.

[You can find this press release here](#)