



FOR IMMEDIATE RELEASE

**Southern Oregon Sports Commission, Travel Medford nationally syndicates
Know Your Role™ marketing campaign by licensing to USA Softball**

MEDFORD, Ore. (July 19, 2022) – The Southern Oregon Sports Commission and Travel Medford partnered to nationally syndicate the Know Your Role™ marketing campaign aimed at educating athletes, coaches, umpires and fans of appropriate behavior toward sports officials by licensing it to USA Softball, the National Governing Body of softball in the United States, through 2025.

The trademarked pledge: “You can be an athlete, a coach, a parent or an official, but you only get to be one – Know Your Role” was created by the Southern Oregon Sports Commission (SOSC) in 2016 and the campaign was developed in partnership with Travel Medford. The campaign addresses the growing epidemic of inappropriate behavior toward sports officials and aims to correct the issue through a series of positive messages and continued reminders that participant safety, enjoyment, growth, and development are the most important aspects of sports.

“We are thrilled for a prestigious organization like USA Softball to carry a cohesive message nationwide that originated in the Rogue Valley and bring awareness to a growing issue in communities that’s causing a decline in participation in youth sports,” said Angela Wood, Director of Sports Development for Travel Medford who oversees and manages the Southern Oregon Sports Commission.

USA Softball is a member of the U.S. Olympic & Paralympic Committee and is one of the nation’s largest sports organizations with more than 120,000 teams and 2 million members across 50 states. The Know Your Role™ campaign aligns with the organization’s values of sportsmanship and civility and USA Softball will implement the campaign for the next three years in effort of improving the game across all levels.

“Partnering with *Know Your Role* is another step in USA Softball’s commitment to the growth and development of grassroots softball,” said USA Softball Chief Executive Officer (CEO), Craig Cress. “As the National Governing Body of Softball in the U.S., we are dedicated to providing the softball community with educational tools and content that ensures an enjoyable and safe environment. This partnership with *Know Your Role* will allow coaches, umpires, athletes and fans to gain a better understanding of what their roles are in the sport, which will play a key role in enhancing the overall experience for everyone involved.”

The Know Your Role™ campaign is currently being implemented by schools, sports associations, and city organizations throughout Southern Oregon. It is also syndicated statewide through the Oregon Youth Soccer Association’s 48,000-member organization, which was the first association to officially license the campaign starting July 1.

More information on Know Your Role™ can be found at southernoregonsports.com.

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About Southern Oregon Sports Commission

The Southern Oregon Sports Commission was formed in 2013 and advocates for sports tourism and the significant economic impact it brings to Medford and the Rogue Valley. The 18 volunteer commissioners focus on the three initiatives of sports advocacy, event procurement and venue development. Support of these areas include connecting the local sports community, advocating for facility development, marketing the area regionally and nationally in partnership with Travel Medford, and provide existing support for new and existing events. For more information, visit southernoregonsports.com.

About Travel Medford

Medford is in the heart of the Rogue Valley and is the eighth largest city in Oregon, known for its abundance of outdoor recreation, growing wine scene, arts and culture, and the plethora of events. It serves as the gateway to Crater Lake National Park – Oregon’s only national park – and home to world-class traditional and non-traditional sports venues, leading Medford to being labeled as Your Sportground, Where the West Coast Plays™. Travel Medford is the official Destination Marketing Organization (DMO) for Medford and is the largest DMO in Southern Oregon whose mission is to increase hotel occupancy and enhance the visitor experience by promoting Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy. Travel Medford markets the region to visitors and helps the community grow by bringing in events and tournaments and promoting tourism activities for tourists and visitors. For more information, visit travelmedford.org.

About USA Softball

USA Softball (USAS) is a 501(c)(3) not-for-profit organization headquartered in Oklahoma City, Okla., and is designated as the National Governing Body (NGB) of Softball in the United States and a member of the United States Olympic & Paralympic Committee. One of the nation’s largest sports organizations, USAS sanctions competition through a network of Local Associations, which includes all 50 states and select metro associations. USAS is dedicated to providing people of all ages the opportunity to play the game they love at a variety of levels by offering recreational, league, tournament, and competitive play for fast pitch, slow pitch, and modified pitch. USAS annually conducts thousands of tournaments throughout the country including over 100 National Championships. The USAS umpire program is among the nation’s largest and is widely known as the best-trained umpires in the game.

As the NGB for the sport of softball, USAS is responsible for training, equipping, and promoting the six USA Softball National Teams that compete in events such as the Olympics, Pan American Games, World Championships, and other international and domestic events. For more information on USAS, including its founding and history as the Amateur Softball Association of America (ASA), please visit, www.USASoftball.com.