

MEDIA RELEASE

1 JULY, 2011

FOOTBALL WEST LAUNCHES IPHONE APP

In what is believed to be a first amongst State sporting organisations, Football West has launched its very own application, which is available for the iPhone, iPod Touch and iPad.

The application allows users to check the fixtures and results of matches across all the Perth metropolitan leagues, as well as using Google maps to locate venues and provide directions.

Links to the Football West news feed, Twitter and Facebook pages also means that users have no excuse not to be kept up to date with the latest information on everything football in WA.

The best part of the application is that it is completely free for users to download.

Football West Chief Executive Peter Hugg says he is thrilled with the application.

“This is a really exciting initiative that I think will be a huge hit amongst players, parents, coaches and other club officials,” said Hugg.

“The most pleasing thing is that this is just the start and we will continue to work with the developer to improve it and make it more functional with more content and more bells and whistles so to speak.

“The next step also is to make the model and format available to clubs so they too can benefit from all it has to offer.”

Developed by local football personality Luke Jurcevic (Western Knights) and his son Adrian, the opportunity exists for local football clubs to also have their own application in the future.

For those clubs who are interested, contact Retailweb at www.retailweb.com.au

Future versions of the application are planned with even greater benefits.

To celebrate the launch, Football West is giving away an Apple 16GB WiFi iPad in the latest issue of its revolutionary e-magazine Beyond 90. Check out www.beyond90.com.au today.

To download the application from the iTunes store, click [here](#)

You can also check out a video of the application in action on [FWTV](#)

-ENDS-



**FOOTBALL
WEST**

footballwest.com.au
footballwest.tv
beyond90.com.au



PLATINUM



GOLD



SILVER



MEDIA



Football West Limited

ABN 25 109 919 324

Gibbney Reserve, Ferguson St

Maylands WA 6051

PO Box 214

Maylands WA 6931

T | (08) 9422 6900

F | (08) 9271 7299

E | info@footballwest.com.au