

Virginia Amateur Sports Launches New Website

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ROANOKE, VIRGINIA – The newly redesigned website of Virginia Amateur Sports and the Coventry Commonwealth Games of Virginia, officially goes live today on the World Wide Web. Virginia Amateur Sports (VAS) is a 501(c)(3) non-profit organization based in Roanoke. The mission of VAS is to promote awareness and benefits of physical fitness and healthy lifestyles through sports education, training & competition. VAS directs more than 10 events throughout the year, including the Coventry Commonwealth Games of Virginia, the largest multi-sport festival held in Virginia each year.

VAS is working with Active.com, one of the top registration and website developers; they also handle the accounts, ESPN, the United States Tennis Association, USA Synchronized Swimming and more!

Marketing Director for VAS, Diane Williams states that, "This redesign is a great opportunity for us to enhance and strengthen our vision and commitment to all of our participants and partners online. We're excited about adding another level of communication and information that keeps us connected."

VAS's newly revamped site will allow them to improve communication and marketing, and to display a real and unique feel of what sporting events are all about, by targeting their athletes, parents, coaches and sponsors. The website now features a scrolling slideshow, easy-to-navigate pages, a photo gallery, an updated "contact us" section and much more! The redesign incorporates the VAS colors, bold graphics and completely new navigational tools.

"Our online visitors will now experience a more vibrant and up-to-date view of our VAS events, and feel the Olympic spirit and energy in the photos and graphics of the competitions," says Lauren McMillan, Director of Operations for VAS.

With more than 1.7 million hits annually, the VAS & Coventry Commonwealth Games website is a popular one in the industry of sports and recreation for the entire Commonwealth. With the redesign and updates, along with the new Active.com Thriva Registration program, the VAS staff hopes to see these annual numbers continue to increase in years to come.

"Our new website will enhance our ability to market the Coventry Commonwealth Games as well as our other year round events. It's easy to navigate and provides us the opportunity to do a better job in supporting and recognizing our partners & sponsors. The website is able to capture and showcase who we are, with the "WOW" factor," states VAS President, Pete Lampman.

We invite you to visit us online at www.CommonwealthGames.org and sign up for one of our Spring or Summer events! We welcome all ages and skill levels – there's something for everyone!