



## **FOR IMMEDIATE RELEASE**

### **HAL Sports and Stack Endurance Join Forces to Elevate Endurance Events**

Dallas, TX, February 3, 2025 – HAL Sports, a renowned name in the endurance sports industry, today announced a strategic partnership with Stack Endurance, a Stack Sports company. This partnership will leverage Stack Endurance’s expertise in software and operations to enhance the participant experience across all HAL Sports events. HAL Sports will bring its track record of best-in-class race day operations, experiences, and service to the national footprint of the Stack Endurance business, raising the bar for endurance event servicing.

“We are thrilled to partner with Stack Endurance,” said Lonnie Somers, Founder of HAL Sports. “Joining forces allows us at HAL Sports to leverage over 20 years of experience in the endurance sports industry to enhance the participant experience further, bring exceptional solutions and service to our partner clients, and contribute to Stack Endurance’s national footprint growth. We are excited to work alongside the talented individuals at Stack and continue to deliver exceptional events for everyone”.

Charley Biggs, General Manager of Stack Endurance, expressed his enthusiasm for the collaboration, stating, “We are honored to partner with HAL Sports and contribute to the legacy of their exceptional events. We are committed to upholding the high standards set by HAL Sports while bringing our expertise in race management to enhance the participant experience.”

This strategic partnership will create an improved experience for participants, sponsors, and volunteers while providing a foundation for continued growth and success for all HAL Sports clients.



### **About HAL Sports**

HAL Sports is a leading event partner specializing in event management/directing, timing, scoring, and consulting for endurance events. With a focus on safety, fun, and a commitment to Healthy Active Living (HAL), HAL Sports helps events and athletes reach their full potential. From its humble beginnings as "Team Hallucinations" at a 170-mile mountain relay to its current status, HAL Sports goes beyond being just another vendor; they are dedicated to being an event partner. The company's mascot, HAL, embodies the fun and never-give-up spirit of endurance events, representing the company's commitment to Healthy Active Living. Learn more about HAL Sports at [www.halsports.net](http://www.halsports.net).

### **About Stack Endurance:**

At Stack Endurance, our mission is to empower race directors, timers, and fundraising coordinators in their pursuit of excellence. As an all-in-one solution for endurance and road races, we are dedicated to providing race organizers with the tools and expertise needed to host exceptional events that inspire athletes to go beyond their limits. Simultaneously, we equip runners with the resources they require to elevate their performance and achieve their personal bests. Through innovation, efficiency, and unwavering support, Stack Endurance strives to be the cornerstone of success for race directors and the catalyst for triumph among runners. To learn more about how Stack Endurance is transforming the endurance experience, please visit <https://stackendurance.com/>.

### **About Stack Sports:**

With over 50 million users in 35 countries, Stack Sports is a global technology leader in SaaS platform offerings for the sports industry. The company provides world-class software and services to support national governing bodies, youth sports associations, leagues, clubs, parents, coaches, and athletes. Some of the largest and most prominent sports organizations, including the U.S. Soccer Federation, Little League Baseball and Softball, and Pop Warner Little Scholars, rely on Stack Sports technology to run and manage their organizations.

Stack Sports is headquartered in Dallas and is leading the industry one team at a time focusing on four key pillars — Grassroots Engagement, Participation Growth, Recruiting Pathways, and Elite Player Development. To learn more about how Stack Sports is transforming the sports experience, please visit <https://stacksports.com/>.

###

