

**For Immediate Release
January 28, 2010**



5280 Sports Provides Live Play-by-Play Coverage of Overland High School Varsity Basketball

DENVER, CO – 5280 Sports, a media site dedicated to Denver sports, is proud to announce a partnership with Overland High School Basketball in Aurora, Colorado. Under the arrangement, 5280 Sports will provide live play-by-play coverage of both Boys and Girls Varsity Basketball home games. Game audio will be broadcasted live over the internet on the company's website at <http://www.5280sports.net> and will also be available as downloadable podcasts following the event, along with coach and player interviews.

According to Overland Athletic Director, Christopher Denmark, the partnership with 5280 Sports makes Overland Athletics more accessible to the community from anyone from the college scout to the out-of-town fans. "Having the games available both live and on-demand allows out-of-area Trailblazer fans to stay involved with their favorite team", states Denmark.

In addition to live broadcasts, the sports site, which launched in January 2010, provides on-demand sports talk shows. Play-by-play announcer and 5280 Sports co-founder, Sean Walsh, describes the company's focus. "While there is certainly no shortage of media outlets for national sports, we felt there was room for a site that focused exclusively on the news and stories that matter most to the Denver sports fan," explains Walsh. "The podcasting format allows fans to listen specifically to the topics that matter most to them, whether it's Rockies baseball, college hockey, or our daily sports wrap-up show."

Broadcasts and interviews from the Overland Trailblazers' 2009-2010 season are currently available for free download on www.5280sports.net.

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About 5280 Sports

5280 Sports, LLC is a sports media site dedicated to bringing the best local sports talk to Denver. With a line of programming that includes specialty podcasts by sport, in addition to live play-by-play broadcasts, 5280 Sports provides on-demand sports talk for the topics that matter most to the Denver sports fan.

To learn more, visit www.5280sports.net.

About Overland High School

Overland High School is a comprehensive public, suburban, college-oriented institution and is accredited by the North Central Association of Secondary Schools and Colleges and by the Colorado State Department of Education. Overland High School is part of the Cherry Creek School District that serves approximately 48,707 students in the greater Denver metropolitan area.

To learn more, visit <http://blazernet.ccsd.k12.co.us/about/profile.html>.