



For Immediate Release
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2011 OIWFA Championships to be Broadcast Live Online This Weekend!

TORONTO, ON - The Ontario Intercollegiate Women's Fastpitch Association (OIWFA) is proud to announce they have partnered with Air It Media to broadcast the 2011 OIWFA Championships live online. Hosted by the defending OIWFA Champions, the Western Mustangs, the top eight Ontario University softball teams will converge in London, Ontario this weekend for the 10th annual OIWFA Championship.

OIWFA will be broadcasting six round-robin games, featuring all eight teams, one quarter-final game, one semi-final game and the Championship game, to ensure that all fans, past and present, can help celebrate OIWFA's 10th Anniversary. The live broadcasts will include multiple cameras, integrated social media with live chat, and full commentary. Commentary will be provided by a team of people including Kevin Gordon, Sportscaster for Rogers Cable, Kyle Smith from ballparkradio.com and Jennifer Lukas, former Western Mustang.

This venture is the first of its kind in Ontario softball and the historic first game will feature the Laurier Golden Hawks vs the Waterloo Warriors. To view this or any of the games, you simply need a computer or an iPhone with a high-speed internet connection. There are two ways you can connect;

www.oiwfa.org or www.ustream.tv/channel/oiwfachampionships

Air It Media is a new Toronto based production company, launching next month, that focuses on webcasting live events along with a variety of other commercial services. Air It Media is proud to be donating their services to OIWFA for their 10th Anniversary, to help further the sport in Ontario Universities.

For more information or for the Championship schedule please log onto www.oiwfa.org.

OIWFA was created on November 3, 2001 by representatives from York University, the University of Toronto, McMaster University and the University of Ottawa. OIWFA is now comprised of 12 university teams, and over 150 student-athletes from across the province.

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