



**FOR IMMEDIATE RELEASE**

## **GoRout Announced as New Cornerstone Sponsor for Texas High School Coaches Association**

**San Marcos, Texas (June 17, 2024)** — The Texas High School Coaches Association (THSCA) is excited to announce GoRout as its newest cornerstone sponsor. GoRout, a leading provider of coach-to-player communication technology for football, baseball, and softball, is set to bring unparalleled support and innovation to Texas high school coaches.

Coach Joe Martin, Executive Director of the THSCA, highlighted the significance of this partnership: "Teaming up with GoRout will keep Texas coaches on the leading edge of technology, ensuring they remain at the forefront of their sports. Our cornerstone partners have the highest level of commitment to THSCA and our mission statement of Helping Coaches Help Kids, and we are thrilled to add GoRout to our top-tier sponsorship group."

GoRout's state-of-the-art communication solutions are designed to enhance real-time interactions between coaches and players, significantly boosting training efficiency and strategic execution on game days. While coach-to-player communication is not currently permitted in Texas high school football or softball, this partnership positions THSCA members to be prepared for future rule changes. As the THSCA anticipates future changes in regulations, GoRout's expertise will be instrumental in preparing Texas coaches for seamless adaptation.

"Having access to a company like GoRout, which will help guide Texas coaches through the transition to coach-to-player communication when the time comes, will help our coaches stay up to date," added Martin.

GoRout is dedicated to equipping coaches with the tools they need to succeed and ensuring athletes reach their full potential through innovative and reliable communication technology.

"The people, the mission, and the commitment to continued education for coaches made partnering with THSCA a no-brainer. In the new and changing landscape of coach-to-player communications, THSCA has once again shown its commitment to being on the forefront and

leading the way for its membership and the country" says Mike Rolih, GoRout's CEO.

"As GoRout looks to push the envelope from a technology perspective, partnering with THSCA ensures that when rule changes occur, Texas coaches will be ready to take advantage of the latest in coach-to-player communications."

Through this collaboration, THSCA members will benefit from exclusive access to GoRout's cutting-edge systems, enhancing their ability to develop players and succeed in their respective sports.

For more information on GoRout and its innovative solutions, visit <https://gorout.com/thzca/>

### **About the Texas High School Coaches Association**

The Texas High School Coaches Association (THSCA) is Texas high school coaches' principal advocate and leadership organization. The THSCA provides the highest quality representation, education, and services to Texas High School coaches and affiliate members by enhancing the professionalism of coaches and the schools they represent. The mission statement is simply this: To help and serve Texas high school coaches as they work to help and serve student-athletes. "HELPING COACHES HELP KIDS." For more information on THSCA, visit [www.thsca.com](http://www.thsca.com)

### **About Texas High School Coaches Education Foundation**

The mission of the Texas High School Coaches Education Foundation is to develop funds from a broad range of donors to provide professional education programs that will strengthen, reinforce, and enhance professionalism in high school coaches throughout the state of Texas. These programs provide instructional material and training in character development to coaches in Texas at both the high school and middle school levels. They can directly impact the lives of over 1.5 million student-athletes each year. The two established events are the Texas Coaches Leadership Summit and the R.O.C.K. Mentoring Workshop.

### **THSCA Contact Information**

Brian Polk  
COO, Texas High School Coaches Association  
[brianpolk@thsca.com](mailto:brianpolk@thsca.com)  
512.392.3741