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Press Release

Nationally Known Youth Football Coach Moves Website

Schrock Innovations Takes Over Hosting, Site Maintenance

Lincoln, NE – February 13, 2006

Nationally recognized youth football coach Dave Cisar is moving his coaching resource website, www.winningyouthfootball.com to Schrock Innovations' web servers this week.

The website is frequented by many coaches as a virtual goldmine of youth football coaching information ranging from complete playbooks to smaller booklets with individual plays and coaching tips. Cisar is a long-time veteran youth football coach, and some of his materials have been endorsed by former University of Nebraska Football coach, Tom Osborn.

While Cisar was not dissatisfied with his previous hosting and maintenance situation, Schrock Innovations offered a package that would allow him to focus on what he does best, while leaving much of the technical administration to professionals.

“As a customer, Dave is probably the most thorough study of website design and search engine optimization that I have ever dealt with,” Thor Schrock, owner of Schrock Innovations said

Cisar has contracted with Schrock Innovations to develop some additional marketing components on the website as well as speed up the delivery of booklets to interested coaches nation-wide. Part of these efforts will include the addition of a blog where Cisar can display the depth and breadth of his coaching knowledge and experience.

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“Dave’s website is competing against hundreds of other coaching websites every day,” Schrock said.

“The challenge Dave handed us is to communicate to his visitors that he has real world experience and credentials that many of the competing website owners lack.”

Schrock Innovations is a computer repair and website development company in Lincoln and Omaha Nebraska. You can visit their website at www.schrockinnovations.com.

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