



BILLIARD CONGRESS  
OF AMERICA

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## **FOR IMMEDIATE RELEASE**

### **BCA Launches GenerationPool.com: New Consumer Site to Promote Sport and BCA Members**

Broomfield, Colo. – March 13, 2008 – The Billiard Congress of America (BCA), in its ongoing commitment to promote the sport of billiards, announces today that it has officially launched its new consumer Web site, **GenerationPool.com**. The site is now available online at <http://www.generationpool.com/>.

The purpose of the site is to promote the sport by providing interesting and informative content to players at all skill levels. Whether someone wants to find a pool hall, retail location, manufacturer or instructor, view a trick shot video, ask a pro player a question, get a playing tip, search industry news or join a pool social networking forum, they can now turn to GenerationPool.com for the answer.

“Our membership is looking to the BCA to help promote the sport and grow the industry,” said BCA President Ivan Lee. “Today’s ever-changing world focuses on consumers being able to obtain their information and make buying decisions via the Internet. We have an opportunity to create a marketing tool by offering an industry portal that provides consumers ability to access informative and interesting content in a first-class, consumer-minded manner.”

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The BCA has launched an aggressive, unique marketing campaign to promote the Web site. In addition, a session during the Business of Billiards Seminar Series at the [2008 International Billiard & Home Recreation Expo](#) in June in Charlotte will provide members with a means to utilize GenerationPool.com as a marketing tool.

“GenerationPool.com also will create a series of new opportunities for BCA members to promote their businesses and services via our site, once again providing another valuable reason to be a BCA member,” notes BCA CEO Rob Johnson. “BCA members will have the benefit of being listed in the search functions for retail locations, pool halls, Internet-only retailers, manufacturers and instructors, as well as the opportunity to link their company’s Web site to GenerationPool.com. And, if members don’t currently have a Web site, they will be able to create a mini-site for their business where they can add all of their locations and other details about their company.”

#### **About Billiard Congress of America**

Founded in 1948, the Billiard Congress of America is a non-profit trade organization dedicated to growing a united, prosperous and highly regarded billiard industry through BCA leadership. The BCA seeks to enhance the success of its members and promote the game of billiards through educational, marketing and promotional efforts, annual industry trade shows, tournaments and other programs designed to encourage billiards as a lifestyle and make pool everybody’s game. For more information, visit [www.bca-pool.com](http://www.bca-pool.com) or call 866.852.0999.

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