



SPORTS NEWS

Presidents' Athletic Conference
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FOR RELEASE: August 26, 2009

Presidents' Athletic Conference (PAC) Announces its Entrance into Social Media

WEXFORD, Pa. – The rise of social media has presented opportunities for organizations to connect with audiences. The Presidents' Athletic Conference (PAC) recognizes the power of social media and is announcing its entrance into two of the largest and continually growing networks: Twitter and Facebook.

"The use of social media has increased exponentially and we are excited to venture into online social networks," said **Joe Onderko**, PAC executive director. "Our conference has long recognized the importance of being able to connect with fans, media and others online."

The PAC will use its Twitter handle and Facebook fan page to distribute sports news, information and updates about the conference, as well as share any interesting stories that followers and fans may find of interest. The PAC can be found on Twitter as @PAC_Athletics and on Facebook under "Presidents' Athletic Conference."

The Conference recently launched its conference Web site re-design, which can be found at www.pacathletics.org. The newly, refurbished PAC site went live Aug. 1 and includes a new colorful layout and increased ease of navigation. It was the first design overhaul in over three years.

Founded in 1955, the Presidents' Athletic Conference continues its mission of promoting intercollegiate athletics and the pursuit of academic excellence. Consisting of 10 select private institutions in Pennsylvania, West Virginia and Kentucky, the PAC remains a unique organization in this day of high pressure intercollegiate athletics. With academics at the center of each member's philosophy, the PAC is built on the principle that an athletic program is a part of college life, but not an entity in itself.

The PAC annually crowns champions in 19 sports (10 men, nine women). In 2008-09, the PAC had 41 teams represent the conference in postseason play, including 23 in NCAA championship events. PAC championship teams receive automatic qualification (AQ) status for most NCAA Division III national championship events.

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