



"Yes We Can"

September, 2009

BAGS

TRACK EQUIPMENT

LINKS

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RESULTS

EVENT PHOTOS

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For Immediate Release

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Bags by Coach "O" 20th Anniversary Celebration

KNOXVILLE, Tenn. – [Bags by Coach O](#), is very excited to be able to celebrate its **20th anniversary** on **Sept. 12, 2009**. Owner Charles "Coach O" Oliver says that Bags By Coach O had an extremely successful year which saw the expansion of the Coach O staff as well as growth throughout the various divisions of the company.

Bags By Coach O started 20 years ago as a supplier for team bags. We have since grown to offer all facets of items needed to host events and field teams. This growth has launched other divisions under the umbrella of COACH O. These divisions are Coach O Registration, Coach O Event Management and Track Officials Registration.

Coach O Registration continues to be "[America's choice for on-line registration](#)". Over the past year, we have been fortunate to expand our services to most of the regions in the country, as well as numerous state associations and several national organizations, states Charles "Coach O" Oliver. Coach O Registration provided on-line registration services for the 2009 AAU Junior Olympic Games in Des Moines Iowa, which was the largest youth track meet in the world with over 8500 athletes.

Coach O Event Management division continues to grow. Coach O recently served as co-meet director for the 2009 NCAA Mideast Regional at the University of Louisville in May. The 2009 AAU Junior Olympic Games gave Coach O the opportunity to serve as meet director again this year for what is known as the largest youth meet in the world. The event management division is currently working with several programs throughout the country on meet management and facility design.

Track Officials Registration, has become a very valuable tool to meet directors. It offers a free service to meet directors that allow them to recruit and register track officials for their meet. It has also become a very affordable method to advertise the event.

We have been able to expand our services by bringing in several major suppliers. These suppliers give us the ability to meet most of the needs of any track coach, parent or spectator. We realize that time is a very valuable commodity, so we strive to be able to save our customers time and money, states Coach O. We want to be your Track & Field supplier of choice.

This growth has allowed us to increase the size of our staff. Over the past year we have added three staff members to help us to better serve our very valuable clientele. In our efforts to continue to be an educational arm for track & field we have added an internship program. We currently have two interns from the University of Tennessee Sport Management program as part of the staff. We are very proud of the fact that Coach O had 14 sport management majors on the AAU Junior Olympic staff in Des Moines Iowa.

On the 20th Anniversary, Coach O would like to express his gratitude for the friends, customers and supporters who have been with the company since the beginning, as well as those which utilized his services this past year.

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