



FOR IMMEDIATE RELEASE:

## CSI HIRES NEW MARKETING MANAGER

*CueSports International, Henderson, NV (May 12, 2016)* – CueSports International is pleased to announce that it has hired Mary Coffman as its Marketing Manager.

Coffman has more than two decades of journalism experience, working in both daily newspapers across the Northwest and in business journalism. She will use her skills to appeal to a greater audience within the billiards industry and throughout mainstream media.

In addition to her professional media experience, Coffman is also an accomplished player who has participated in the sport at all levels, from league play to women’s professional tour events. She is passionate about pool and will use her enthusiasm and professional skills to help the BCA Pool League (BCAPL) and USA Pool League (USAPL) grow by attracting new players of all skill levels.

“I am looking forward to the challenge of this new role and to introducing our sport to new players, whom I hope will be as enthralled and engaged with the sport as I am,” Coffman said.

In her new role, Coffman will reach out to league operators as a resource to help them grow and thrive, by finding opportunities to attract new players and retaining current ones. She will also improve communication and support between the national organization and state and regional league organizations. Coffman plans to help league operators and players understand FargoRate and how it is being incorporated into leagues and tournaments to create more equitable tournament divisions throughout all levels of play.

“FargoRate finally gives the billiards industry an accurate gauge for determining a player’s true skill level and will help ensure that players at regional and national tournaments are pitted against those of comparable skill — providing a better experience for everyone,” Coffman said.

In addition, Coffman will take charge of the CSI’s social media, email marketing, advertising and promotions.

Coffman, previously of Richland, Wash. will be based out of CSI’s Henderson, Nev. headquarters. She will start in her new position in mid-June.

*CueSports International is the parent company of the BCA Pool League (BCAPL), USA Pool League (USAPL), US Bar Table Championships, US Open One Pocket Championships, US Open 8-Ball Championships, US Open 10-Ball Championships, the Jay Swanson Memorial and more. CSI is dedicated to providing more opportunities and choices to players of all skill levels. For more information, visit [www.playcsipool.com](http://www.playcsipool.com) or find them on Facebook.*