

Darts Atlas Announces Partnership With The Amateur Darts Circuit

AUSTIN, Texas, Dec 28, 2021 - Darts Atlas announced today that its dart league and tournament management software will be the technology engine behind the just-announced Amateur Darts Circuit (ADC). Launching on January 1 and backed by world darts champions Michael van Gerwen and Glen Durrant, the ADC will offer an innovative and sustainable blueprint for amateur darts.

Addressing the new opportunity for amateur dart players, Darts Atlas CEO Matt Langan said, "The sport will die in the pubs without a forward-thinking organization like the ADC stepping up to empower local organizers to get involved at the global level. This relationship is as much a collaboration as it is a business partnership, nourished by a shared goal of making the darts easier to discover, easier to organize, and easier to play."

In support of the ADC's inaugural season Darts Atlas will offer a significant discount on administration fees for ADC-sanctioned tournaments. Players, meanwhile, will always be able to participate in leagues and tournaments using their free Darts Atlas account.

Speaking to the technology focus, ADC Head of Global Operations, Scott Hunt said, "Running the ADC atop the Darts Atlas platform allows us to achieve something that's never before existed in the sport - automated realtime standings. We are eager for our players and for our large community of local event organizers to experience the power and simplicity of the ADC for themselves."

About Darts Atlas

Founded in 2018, Darts Atlas provides cutting-edge technology solutions for steel-tip dart players and event organizers. The Darts Atlas platform supports league creation, event payment processing, automated leaderboard updates, and everything in between.

Contact

Matt Langan

Darts Atlas

+1 (512) 701 7330

matt@dartsatlas.com

www.DartsAtlas.com

Scott Hunt

Amateur Darts Circuit

contact@dartscircuit.com

uk.dartscircuit.com