



RELEASE DATE: 02/09/2021

Bootle Referees Association and Ref4Me launch strategic partnership

Bootle Referees Association is delighted to be working with the team at **Ref4Me**, the UK's first app to be used in grassroots football bringing qualified, registered referees and team managers together.

Ask any team manager in grassroots football, and they will tell you how hard it can be to find a referee for match day. But it's often just as hard for qualified referees to find a match. The current process to bring referees and team managers together requires effort and the involvement of many people. Until now.

Ref4Me enables:

1. **Greater coverage of games by qualified, registered referees** - By enabling referees to turn spare time in to match fees
2. **Improved Integrity of Competition** – through the use of an impartial match official
3. **Greater safeguarding measures** – with all referees having their credentials verified

Ref4Me is free to download from the Google Play & Apple App stores and provides a one-stop solution for team managers and match organisers to find a qualified, registered referee. It's completely free for referees, and Team Managers can receive offers from referees for their upcoming matches, booking them for less than the price of a cup of coffee.

Ref4Me has been developed **by** people in the game, **for** people in the game. Ref4Me is already seeing great traction since it started rolling out its signup service earlier this year and is working with County Football Associations to ensure referee details are verified prior to access to matches.

In partnership with the Bootle Referees Association, Ref4Me is reaching out to referees, clubs and leagues across the region to sign up and build the scale that will allow it solve this age old problem of providing referee coverage.

Peter Bankes Chairman of Bootle RA says:

Bootle RA are delighted to be working with Ref4Me and look forward to a successful partnership. Their innovation of bringing people together match the ambitions of Bootle RA and we hope our members and the wider community can benefit from using the Ref4Me app. The Ref4Me app will help our members referee more games, increasing game coverage and their overall enjoyment of our sport.

Tristan Lloyd-Baker Ref4Me's Founder adds:

"We know how hard it can be to get the right official on the pitch to cover the games that we love to watch! We're delighted to bring a technology-based solution to referee coverage. We're also proud to be the first app operating in UK grassroots football and to partner with such progressively minded people like the team at the Bootle Referees Association."