



For Immediate Release

## **US GAMES Announces the Addition of Danny Radd as Western Regional Sales Manager**

**Monday, February 6, 2012, Dallas, Texas:** US GAMES, a division of BSN SPORTS, is pleased to announce the addition of Danny Radd as Western Regional Sales Manager. Radd joins US GAMES most recently from GenMove USA where he was Regional Manager. Previous to GenMove USA, Radd was with Sportime. With over nine years of experience working in the physical education industry, Radd will work with schools to aid their physical education curriculum and Adapted PE programs.

In addition, Radd will support John Thomson and the US GAMES innovative physical education workshops, where teachers learn how to engage school children in physical activity.

### **About BSN SPORTS:**

Founded in 1972, BSN SPORTS is the largest marketer and distributor of sporting goods apparel and equipment to the institutional markets in the United States. The Company distributes more than 50,000 products to 125,000 institutional and team-sports enthusiasts through a direct sales force, the Internet and catalogs. For more information, visit [www.bsnsports.com](http://www.bsnsports.com) or join us on [Twitter](#) and [Facebook](#).

### **About US GAMES:**

US GAMES serves the elementary and middle school physical education teachers in schools and local recreation programs. With a focus on early childhood development, physical activity and health, this division distributes athletic and recreational products nationwide. US GAMES provides educational services including workshops and evidence-based curriculum for physical education professionals. For more information on US GAMES, visit [www.usgames.com](http://www.usgames.com).

For additional information:

Kelsey Flower

Director of Corporate Communications

[kflower@bsnsports.com](mailto:kflower@bsnsports.com)

972-484-9484