

WANT TO **Compare** YOUR FAVORITE **New Cars** AND GET A **Price Quote** ?



Find a new car **Acura**

Your ZIP:

go

Register or Log In.
Member Benefits

[Back to Home >](#)

Friday, Aug 06, 2004

Business

[email this](#) [print this](#)

Posted on Thu, Aug. 05, 2004

Finding pickup game is no sweat

Three Akron men start Web site that leads athletes to games across country

By Erika D. Smith
Beacon Journal staff writer

All suited up and no one to play?

Andrew P. Holland can identify with that adrenaline-draining state of affairs. Soccer and tennis addicts aren't always easy to find, especially addicts who are willing to take the field or court at a moment's notice.

"You get out of college, and you start your job and your life and everything else, and you don't have a core of friends who you know want to play," the Akron man said.

Enter GameSnake.com.

The Web site, developed by Holland and two partners, also of Akron, matches athletes with pickup games across the country. Users can find teammates for the most ordinary of sports -- baseball, basketball and golf -- to the weirdest -- curling, broomball and ultimate Frisbee.

Once players register, GameSnake links them by age, gender, location and preferred sport. The Web site, www.gamesnake.com, is free to use and has racked up a roster of about 3,000 users since June.

A couple of hundred people join every week. Aaron Stamper said he turned to GameSnake after construction at the University of Akron closed his favorite stomping grounds for finding pickup games. "I think it will catch on," the 29-year-old said after a GameSnake-arranged basketball game in Fairlawn. "There's not a lot of people right now, but I'm real excited about it."

GameSnake isn't alone in its field, but it's close. A few other Web sites link players with pickup games, but most don't have the national scope or range of sports that GameSnake does. "We've had a better response than we thought we'd have," Holland said. "We're really not spending anything on marketing at this point."

GameSnake did get a push from a small e-mail campaign targeted at college students. Since then, it has slithered across the country primarily based on word of mouth.

"When we really think this is going to take off is when college students come back to campus," Holland said.

In the meantime, Holland and his partners -- Andrew Hopkins and Glenn Somodi -- are trying to team up with sports facilities and associations to market GameSnake.

They've already attracted a few fans, including the National Soccer Coaches Association of America and Pinnacle Sports in Granger Township. Pinnacle doesn't need much help drawing young athletes to its 120,000-square-foot facility, said Marketing Manager Kristy Beal. The company runs leagues, clinics and camps for various sports, and typically draws 4,000 young people a week. In recent months, though, Pinnacle has tracked a growing interest in attending open gym. Beal said GameSnake could help players organize their schedules so they can come to Pinnacle at the same time.

"They're working with us to see if we can get more people to come to open gym," she said, noting that Pinnacle and GameSnake are still in the planning stages of any deal. Sports that revolve around a loose schedule tend to be more popular with adults, many of whom can't commit to a league because of a hectic job schedule or simple lack of organization. Holland, Hopkins and Somodi are promoting GameSnake with that audience in mind.

WHO LIKES WAITING?

GET A DECISION IN LESS THAN 60 SECONDS WHEN YOU APPLY FOR THE BUSINESS GOLD CARD.

[Click Here](#)



OPEN SMALL BUSINESS NETWORK

IMAGES



Robin Tinay Sallie/ABJ

AKRON'S Andrew Holland plays pickup basketball at Fort Island Park in Fairlawn on Tuesday. He found the game using a Web site he and two partners developed called GameSnake.com.

[Jobs](#) Search | List

[Cars](#) Buy | Sell

[Homes](#) Buy | Sell

[Apts.](#) Search | List

News

Business

• Columnists

• Betty Lin-Fisher

• Regional Indicators

• Technology

• Personal Technology

Sports

Entertainment

Living

City Guide

Classifieds

Archives

Contact Us

Shopping

Weather

Akron ↑70 ↓48

Cleveland ↑70 ↓54

Cincinnati ↑74 ↓54

Local Events

Yellow Pages

Discussion Boards

Maps & Directions

Business 7-Day Archive

• Monday

• Tuesday

• Wednesday

• Thursday

• Friday

• Saturday

• Sunday

STANDARD & POOR'S

Standard & Poor's
The Outlook
Try Outlook Online

30-DAY FREE TRIAL
Click to Sign Up Now

Get the expertise of Standard & Poor's free by signing up for a 30-day trial of Outlook, the new investment advisory service.
[Click here for your free trial.](#)

AP HEADLINES

Updated Friday, Aug 06, 2004

• **Caterpillar Gives Union Its Last Offer** - 01:19 PM EDT

• **Houston's Newfield to acquire Denver energy company** - 01:16 PM EDT

• **Court: Yukos Subsidiary Seizure Illegal** - 01:13 PM EDT

• **Oil Prices Soar Briefly on Supply Fears** - 01:09 PM EDT

• **Argentine Report Takes Aim at IMF** - 12:59 PM EDT

[» MORE](#)

``I don't have to work real hard," explained Keith Stewart, 38, after a pickup basketball game at Ford Island/Griffiths Park. ``The opportunities for joining a pickup game, unless you belong to a club, get slimmer and slimmer as you get older."

Erika D. Smith can be reached at 330-996-3748 or at ersmith@thebeaconjournal.com

 [email this](#)  [print this](#)

Ads by Google
<p>Buy Disc Golf Stuff Now Massive selection. Great prices. Glows, dyes, bags, targets & videos www.DiscGolfStore.com</p>
<p>Discraft Headquarters Enormous Discraft Product Selection Low Prices, Fast, Reliable Shipping www.discnation.com</p>
<p>Disc Golf Discs Grand Opening 20% off All items www.discsinc.com</p>



[News](#) | [Sports](#) | [Business](#) | [Entertainment](#) | [Living](#) | [City Guide](#) | [Classifieds](#)
[About Ohio.com](#) | [About the Real Cities Network](#) | [Terms of Use & Privacy Statement](#) | [About Knight Ridder](#) | [Copyright](#)