



PRESS RELEASE
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National Axe Throwing Federation Appoints Andrew Steinberg as Chair

Governing body enlists seasoned sports executive and entrepreneur to lead strategic growth.

Toronto, ON: 11 January 2019, the National Axe Throwing Federation (NATF), the preeminent governing body for competitive axe throwing organizations with over 60-member locations on four continents, today announced the appointment of Andrew Steinberg to serve as its Chair of the Board. In this capacity, he will be committed to growing the sport of axe throwing worldwide through strategic expansion, promotion and member advocacy.

Steinberg brings over 20 years of success with strategic planning, corporate partnerships and marketing. In 2016, he founded Phoenix Capital Ventures, a privately held investment firm, and holds active board positions with a variety of sports technology, fantasy and esports companies. He previously served as Executive Vice President and Chief Business Officer with the Atlanta Hawks, where he held responsibility for all aspects of revenue generation including ticket sales, broadcast partnerships and corporate partnerships. Prior to joining the Atlanta Hawks, Steinberg was Executive Vice President, Business Operations for Sporting Kansas City, where he oversaw the transformation of one of Major League Soccer's original franchises to become a league leader in KPIs.

NATF Commissioner Matt Wilson, who originally pioneered the sport of urban axe throwing in his Toronto backyard, recently commented:

“Having such a world-class talent as Andrew support the NATF is a testimony to how far we've grown as a sport. Urban axe throwing has already evolved into so much more than I ever thought possible when we first started throwing axes in 2006, but I truly believe that with investment to bring the right team, best throwers and most passionate community together, the NATF is poised to start turning heads at a global level.”

The rules administered by the NATF have grown organically dating back over 12 years. Since then, the sport has gone from a localized phenomenon to flourishing worldwide with over 100,000 guests now visiting member locations on a monthly basis in Australia, Canada, Poland, Singapore, South Korea, Thailand and the United States.

Of his new appointment with the NATF, Steinberg says, “what spoke to me most prominently about the NATF was the overwhelming sense of passion, professionalism and camaraderie for the sport and its community. I am thrilled to be involved with the organization and trusted with playing a role in accelerating the future growth of axe throwing globally.”

Andrew Steinberg earned his bachelor's degree in Media Arts and Political Science from the University of Arizona in 1996 and received a Juris Doctor from the University of Kansas in 2001, where he also earned a certificate in Media, Law, and Policy. He lives in Atlanta, Georgia, with his wife and two children.

About the National Axe Throwing Federation: the NATF (www.nationalaxe.com) was established in 2016 to service the sport of axe throwing globally. The NATF's vision is to create broad and standardized competition amongst players, while providing member support through a mandate to promote universal safety, sportsmanship and competitive protocol.

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