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BreakAway Data Partners With Athletes Unlimited

Players will utilize BreakAway's mobile app to track game stats, performance metrics and data from wearables

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LOS ANGELES — BreakAway Data has become a supporting athlete data partner of Athletes Unlimited, the network of innovative pro sports leagues that operate on a player-centric model. BreakAway will make its mobile athlete app available to all players in lacrosse, softball, basketball and volleyball. The app will be a hub for game stats and performance metrics, as well as training and wearable data. The partnership will also see BreakAway create data licensing opportunities for Athletes Unlimited athletes.

“Having access to performance data empowers athletes to know everything about themselves,” says BreakAway Data CEO David Anderson. “Data is more than just a bunch of numbers on a spreadsheet. It’s a reflection of who you are, what you’ve done, and how you’re developing. Owning your data is owning your performance.”

[Athletes Unlimited](#) is building a global community of athletes and fans through a new model of pro sports that champions individuals in team sports and makes players decision-makers on and off the field. Athletes Unlimited leagues reboot timetables, rosters and gameplay to create fast-paced, exciting competition that engages contemporary sports fans in games where every moment counts.

“Athletes Unlimited players are the definition of modern athletes,” Anderson says. “Our ability to collect data from any source and put it on athletes’ phones is the modern solution for anyone who wants to track their performance and elevate their game. BreakAway’s philosophy of putting athletes first perfectly aligns with how Athletes Unlimited operates across all of its leagues to empower players.”

About BreakAway Data

Based in Los Angeles with a global reach, BreakAway delivers actionable, cutting-edge data insights to athletes via the BreakAway mobile app. The app puts all forms of data—from any source—at the heart of athlete development, communication and engagement. BreakAway also offers biomechanics evaluations through Field Labs, which measure player/positional movements, and SpeedWorks, which uses AI tech to coach sprinting technique. BreakAway is utilized by Athletes Unlimited, the XFL, Power 5 football programs, Tight End University, NFL QBs, NFL MVPs, Super Bowl champs, NBA All-Stars, Olympic gold medalists, pro and D1 athletes, Elite 11, Under Armour Next, and those who desire to be elite.

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