

The Antigua and Barbuda Billiards Sports Association (ABBSA) received a note-worthy sponsorship from **SITCA**, *Systems Information Technology Caribbean*, for the association's launch which occurred on Thursday March 31st 2011 at the Multi-Purpose Cultural Centre at Perry Bay in Antigua. By utilising

SITCA

's

AdvancedSMS

product, persons were made aware of the launch date and what to expect via text-messages sent to their cellular phones. This notification played a role in the turn-out of spectators achieved at the launch.

The event was a success and **SITCA** was pleased to be able to play a role in assisting in the promotion billiards sports in Antigua and Barbuda. The web site for the Antigua and Barbuda Billiards Sports Association can be visited by clicking on this web address:

<http://www.AntiguaBarbudaBilliards.org>