

Wake Forest Partners with HearMeCheer, Introduces “Cheer Virtually” Opportunity for Virtual Ticket Holders

Deacon Nation can Make their Voices Heard inside Truist Field on Game Day, from Wherever They Are, Beginning This Saturday



Toronto, Oct 15, 2020 (Issuewire.com) - **HearMeCheer**, the innovative and timely audio broadcast app that collects live fan noise and streams it into live sports television broadcasts, today announced an agreement with Wake Forest University that kicks off this Saturday, October 17th with the Demon Deacons football team hosting their Atlantic Coast Conference (ACC) foe the University of Virginia at Truist Field.

“Wake Forest Athletics is proud to partner with **HearMeCheer** and bring all of Deacon Nation into Truist Field to create a fun atmosphere and home field advantage for our football team,” said Wake Forest Associate Athletic Director Rhett Hobart.

While in-person attendance at Truist Field remains limited due to COVID-19 restriction, in their continued effort to provide “*The Best Fan Experience In North Carolina*” Wake Forest is providing an opportunity for Deacon Virtual Season Ticket holders to cheer audibly for their Deacons through the DVST Fan Hub app. **HearMeCheer** allows fans who are watching from home to open their app and make their voices heard as a part of the piped-in crowd noise at Truist Field. Interested fans may

register and purchase their membership today at GoDeacs.com/virtualticket or call the ticket office at 336-758-3322 ext. 1.

“We are very excited to be working with Wake Forest Athletics,” said Elias Andersen, the founder and CEO of **HearMeCheer**. “**HearMeCheer** has proven to be a successful fan engagement platform for teams since we launched earlier this year. We look forward to bringing Demon Deacon alumni, families and fans all together now, even while watching the game from the comfort of their own home.”

The patented **HearMeCheer** technology allows fans watching the games at home to cheer into the microphones in their smartphones, tablets and computers and be heard live inside stadiums, arenas, ballparks as well as on radio and television broadcasts from those sites.

HearMeCheer takes audio from fans watching at home and aggregates the sounds into one audio stream, which is provided to broadcasters and to feeds in ballparks, stadiums, and arenas. The sound from fans is converted into crowd noise using low-latency algorithms.

Previously an Electrical Engineering major at the University of Toronto, the 20-year-old Andersen decided to leave college this past January to devote his full attention to his start-up. While pitching Major League Baseball teams the young company’s sports analytics platform at spring training sites in Arizona this past March accompanied by co-founder Jason Rubenstein, the pivot to develop **HearMeCheer** happened while Andersen was on an airplane returning to Toronto as the COVID-19 pandemic shut down the sports world.

About HearMeCheer:

HearMeCheer is an innovative fan engagement platform. The Toronto-based company has created an app that allows sports fans at home to actively engage with their favorite teams playing in ballparks, arenas, and stadiums around the world. HearMeCheer collects live fan noise, cheers, sounds and reactions into a live audio stream that is used by sports teams, leagues, and broadcasters in live game coverage. Additional information is available at <http://www.HearMeCheer.com>



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