

For immediate release

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CLOUD MEDIA CENTER (CMC) PARTNERS WITH BLACK N' GOLD HOCKEY, WELCOMING ANOTHER POWERHOUSE PLAYER TO OUR NETWORK OF ELITE DIGITAL SPORTS PUBLISHERS

CMC Continues to Aggressively Build Its Video Distribution Footprint, Onboarding a Diverse Mix of Local, Regional, National, and International Sports Publishers

PONTE VEDRA, FL, March 24, 2023 — [Cloud Media Center](#) (CMC), a standout in the sports video distribution space, recently added another “player” to its roster by announcing the addition of Black N' Gold Hockey (blackngoldhockey.com), a highly valued fan site supporting the Boston Bruins.

CMC President Jay Handline stated, "Recognizing the reputation of Black N' Gold Hockey as a well-known website in the hockey community, we could not be more thrilled to welcome them to our roster". Black N' Gold Hockey is trusted by Bruins fans all over the world for its complete, year-round coverage of the team, and CMC is aware of the value of such scale and loyalty as a marketer of video ad inventory.

The mission of Black N' Gold is to deliver the most up-to-date and accurate news on the Boston Bruins organization to fans from a fan's perspective. They cover organizational players for teams competing worldwide in the NHL, KHL, AHL, ECHL, OHL, QMJHL, WHL, NCAA, and USHL.

Cloud Media Center and Black N' Gold both benefit significantly from this exciting new partnership. Black N' Gold provides CMC with an established NHL partner that boasts an impressive, highly engaged national sports audience. CMC offers Black N' Gold site monetization through CMC's proprietary media player and custom studio-quality video CMC Sports content designed specifically for the Bruins fanbase.

“We can deliver CMC Sports custom video featuring any sport, team, conference, league, or association,” said CMC Chairman Bob Portrie. “We are excited about this latest addition to our CMC Sports network as this popular site for the Black N' Gold brings the latest and most relevant news.”

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Cloud Media Center (CMC), based in Ponte Vedra, FL, sells digital advertising inventory through a cloud-based, analytically driven distribution platform that seamlessly connects advertisers with content providers and publishers. The result maximizes collaboration — unleashing next-level ad campaign synergies. CMC's next-gen platform and best-in-class dashboards — built by next-generation premier developers — provide AI-based microtargeting on the frontend, and real-time, easy-to-understand analytics on the back end. Content producers, advertisers, and publishers will have all the tools and data needed to optimize campaigns — and do it with speed and granular accuracy. Visit the CMC website here.

