



FOR IMMEDIATE RELEASE
American Cornhole Organization Welcomes UKCL Founder and Commissioner Daniel Lilley as ACO Europe Director

November 3, 2023. The American Cornhole Organization, the Worldwide Governing Body of the sport of cornhole since 2005, headquartered in Camp Dennison, Ohio, is pleased to announce its newly forged partnership with the United Kingdom Cornhole League (UKCL) and welcome its Founder and Commissioner, Daniel Lilley as the Director of ACO Europe. This relationship further reinforces both organization's commitment to growth of the game and sport of cornhole worldwide.

Frank Geers, Founder and President of the ACO commented: "As the worldwide sanctioning body to the sport of cornhole, it is extremely important that the ACO continue to advocate for the positive growth and spirit of the game around the globe. The addition of Daniel and his UKCL team is a pitch perfect step in that direction." Geers continued: "The UKCL (www.ukcornholeleague.com) has been a catalyst for massive growth in the international interest in cornhole. We look forward to pairing and sharing our passion for the game, both socially and at the highest levels of professional competition. Daniel Lilley is absolutely the right man to lead the team that expands that vision within ACO Europe."

Lilley, from Manchester, England brings a successful, diverse sports-based background into the world of professional cornhole and the ACO. His immersion into the world of professional darts, its culture, and his experience at the helm of the ever-growing We Love Cornhole products and apparel website (www.welovecornhole.com) combine the enthusiasm and understanding for which European cornhole players have been searching. "Being appointed as the European director for this esteemed and long-standing organization is a significant achievement in our professional journey," says Lilley. "The UKCL, which we established in July 2021, has flourished tremendously, and this collaboration demonstrates that both organizations share a common goal of promoting and nurturing our beloved sport and the wonderful communities we serve. It is a moment of pride for me to witness our family grow stronger."

Geers concluded: "The spotlight we shine on center courts worldwide will always be focused upon sportsmanship and the standardized specs and rules we put in place nearly 20 years ago. Daniel and the UKCL represent the type of partnership we strive to cultivate to celebrate the sport. More big news is still to come."

United Kingdom Cornhole League: www.ukcornholeleague.com

ACO – The Beginning (2005): <https://americancornhole.com/cornhole-chronicles-lincoln-ware>

ESPN 'Wider World of Sports': <https://vimeo.com/87121911>

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About the ACO | American Cornhole, LLC

The American Cornhole Organization (ACO) was established in 2005 and is headquartered in Camp Dennison, Ohio. The ACO is the World Governing Body for the sport of cornhole, offering Official Cornhole Rules, certified products, tournament listings, and comprehensive information about cornhole events. Find out more at www.americancornhole.com.

About the United Kingdom Cornhole League and WeLoveCornhole.com

The United Kingdom Cornhole League was established in 2021. Find out more about the UKCL at www.ukcornholeleague.com
Contact support@welovecornhole.com