



FOR IMMEDIATE RELEASE

Viking Sports Announces Exciting Expansion Into Franchising

Brookline, MA — Viking Sports, a leading name in community sports programming and events since 1993, is thrilled to announce its expansion into franchising. This monumental step marks a new chapter for the organization, enabling passionate individuals across the country to join the Viking Sports family and bring the joy of sports and activity to their own communities.

“For over 30 years, we’ve been dedicated to building community through impactful experiences since I’ve been with Viking Sports,” said LeRoy Watkins, CEO and Co-Owner of Viking Sports. “Franchising allows us to expand that mission and empower others to make a real difference while owning a thriving business.”

Headquartered in Brookline, Massachusetts, Viking Sports has earned its reputation as one of the largest and most respected sports programming and events companies in the state. Known for their "Specialists of Fun," Viking Sports offers a range of impactful experiences, from summer camps and school field days to sports clinics and high-energy events, all designed to foster connection, activity, and joy for participants of all ages and abilities.

By franchising, Viking Sports is offering entrepreneurs the chance to replicate their proven systems and success in communities nationwide. Franchise owners will benefit from comprehensive training, robust systems, and ongoing support from the Viking Sports team, ensuring they have all the tools they need to thrive.

“This is about more than just starting a business—it’s about being part of something bigger,” added Zachary Lerman, CFO and Co-Owner. “We’re building a movement that focuses on creating transformative experiences and fostering healthier, happier communities.”

The announcement marks a pivotal moment in the company’s history, and the entire Viking Sports team is eager to welcome new franchisees into their growing family. “If you’ve ever dreamed of owning a business that makes a meaningful impact, now is the time,” said Watkins.

For more information about Viking Sports franchising opportunities, visit <https://vikingcampsfranchise.com> or contact franchise@vikingcamps.com.

About Viking Sports- Founded in 1993 and headquartered in Brookline, MA, Viking Sports is dedicated to building community through sports, activity, and fun. With decades of experience, Viking Sports has become synonymous with impactful, inclusive programming that brings people together and inspires a love of play.

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