

# THE SQUARE IN THE AIR. STORY



As a junior high youth pastor at a church in St. Louis, Missouri, Steve Otey noticed that every week, the same kids gravitated to certain games: volleyball, basketball, and 9 square on the ground. In an effort to encourage better connections and community among the groups, Steve combined elements of their favorite games and 9 Square in the Air was born. Not only was it a big hit, but the kids asked to play again and again. After receiving repeated requests for 9 Square in the Air from other churches, Steve recognized that every group needed what 9 Square in the Air could provide: better connections.

Today, 9 Square in the Air has customers all over the world and representatives from the company travel to more than 20 trade shows each year. The company that began in garages in St. Louis is now supported by a team that works remotely across the Midwest. They find joy in seeing communities grow and connect through playing 9 Square in the Air.

What started as a way to help one youth group build better community is now fueling connections across the globe. It is estimated that over 3 million people across all 50 states and at least 25 countries play 9 Square in the Air.






## WHERE IS 9 SQUARE IN THE AIR PLAYED?

- 📍 Schools
- 📍 Camps
- 📍 Churches (over 15,000 youth groups!)
- 📍 Parks and Recreation Departments
- 📍 YMCA
- 📍 Military Bases
- 📍 Cruise Lines





## WHY 9 SQUARE IN THE AIR?

-  It builds connections and community.
-  It's for all ages, all skill levels.
-  It's easy to set up, easy to learn, and easy to play.
-  It's portable and easily stored.
-  It's FUN!

## OUR CUSTOMERS:



25,000+



In every state in the US



Across dozens of countries: Canada, Mexico, Scotland, Ireland, England, Norway, Hungary, Germany, Switzerland, The Netherlands, Brussels, Spain, Singapore, Japan, South Korea, Australia, New Zealand, Zimbabwe, Dominican Republic, Haiti, Cuba, Italy, Congo, Kazakhstan, Russia and Ukraine.



## UP NEXT: 4 SQUARE IN THE AIR

If you enjoy 9 Square in the Air, you'll love playing 4 Square in the Air, the new product designed for smaller gatherings and smaller spaces. At just 12 x 12 feet, it fits in your backyard or on your driveway for family play. It's perfect as a family Christmas gift or as a way to make sure every BBQ, birthday party or family fun night is filled with laughter and connections.