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MEDIA ALERT
FOR IMMEDIATE RELEASE

GYMNASTICS AND TRIATHLON KICK OFF WEEKEND ONE OF THREE

The American Family Insurance Badger State Games Begin This Weekend In Madison

June 13, 2008 – Madison, WI – the American Family Insurance Badger State Summer Games Gymnastics and Triathlon will take place this weekend. This is the first of three weekends of events in 2008.

“The Triterium Triathlon is in its 7th year and has continued to grow each year,” said Dan Seymour, one of the co-race directors. “It has been listed as one of the best races in the country by Triathlete Magazine and is the regional qualifier for the Best in the US Championships.”

In 2004 the American Family Insurance Badger State Games partnered with the Wisconsin Triterium giving participants an exciting venue in which to compete.

“We probably have a higher percentage of first time racers than do most other triathlons,” said Seymour. “The course is considered very challenging by most standards, especially the bike portion.”

Also in the line up for this weekend is the Gymnastics competition taking place at Madtown Twisters. “Participation numbers are way up this year,” said John Eisele, Director of Operations for the Games. A number of factors could be contributing to that, one being this is an Olympic year and participation in some sports tends to spike before or after the Olympics or a major competition for a particular sport.”

Next weekends’ events include Adult Basketball, Bowling, Cycling, Age Group Swimming and USTA Junior Tennis. The remaining sports will take place June 27-29, including the 5K/10K Run/Walk, Archery, Youth Basketball, Clay Target Sports (Shotgun Shooting), Disc Golf, Fastpitch (softball), Golf, Inline Marathon, Lacrosse, Martial Arts, Racquetball, Roller Hockey, Rowing, Soccer, Masters Swimming, Adult Tennis, Track & Field, Ultimate Frisbee, Volleyball, Wakeboarding and Wrestling.

Registration Fee Scholarship funding is still available for those with financial need. Registration for some sports still available. Volunteers still needed. For more about the 2008 Summer Games, Scholarship info and to register, visit www.badgerstategames.org or call 608-226-4780.

Gymnastics

Sunday June 15th, 2008, 8:00 am – 7:00 pm

Madtown Twisters

Madison, WI

<http://www.sportsinwisconsin.com/bsgsum/gymnastics>

Triathlon

Sunday, June 15th, 2008, Race start: 7:30 am

Fireman’s Park

Verona, WI

<http://www.sportsinwisconsin.com/bsgsum/triathlon>

The American Family Insurance Badger State Summer Games major sponsors include Charter Communications, Ministry Health Care, Time Warner Cable and the Wisconsin Milk Marketing Board, with special thanks to TravelWisconsin.com.

Wisconsin Sports Development Corporation (WSDC) is a nonprofit sports management organization whose mission is to foster participation, competition and memorable experiences through events and programs that promote health, active lifestyles and a sense of community. WSDC owns the American Family Insurance Badger State Games, the Wisconsin Athletic Hall of Fame, Paddle & Portage, Badger State Duck 'N Dodge, Shape Up Wisconsin Kids, Lighten Up Wisconsin and the Fit Kids Challenge. WSDC is also the local host of the Ford Ironman Wisconsin triathlon.

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