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PRESS RELEASE

FOR IMMEDIATE RELEASE

BADGER STATE GAMES NEEDS HELP DISTRIBUTING PARTICIPATION FUNDS

Funding Has Been Set Aside Specifically for Youth Athlete Participation Fees

June 8, 2009 – Madison, WI – the American Family Insurance Badger State Summer Games has funding available for youth participation in the Badger State Games. This money can not be utilized for anything except participation fees. The organization is looking for help in spreading the word about the availability of these funds.

“Donations to the Wisconsin Sports Foundation have been set aside to provide opportunities for everyone to compete in the Badger State Games, said Andrea Hoeschen, Director of the Wisconsin Sports Foundation. “This funding must be used for youth athlete participation fees. It can not be used for operational costs. Do not confuse this funding source with an overabundance of cash flow. We are currently behind our sponsorship goal for the year and that definitely cuts into our operating expenses,” said Hoeschen. “However, if we don’t utilize these funds for their intended purpose, they will go to waste.”

There are currently 75-100 youth individuals making use of these funds in Swimming, Wrestling, Soccer, Basketball and Track & Field. The funds are available for any sport that is operated by the Badger State Games, excluding partnered events such as the High Cliff Triathlon, Firecracker 5K Run and USTA Junior Tennis events. All other sports are eligible for funding. In some cases assistance is also available for transportation expenses.

“This is an amazing opportunity for these kids,” said Patricia Goeman of Journey House Milwaukee, a non-profit community infrastructure that increases education, reduces unemployment and crime, strengthens families, and revitalizes neighborhoods on the south side of Milwaukee.

Soccer is a family affair for many families in not just Milwaukee, but around the state. There is high parental involvement and many will be making the trip to Appleton. “Some of the kids have never been outside of Milwaukee, so to travel to a soccer tournament and stay in a hotel is a very big deal,” said Goeman. Club Latino is sending three teams to the American Family Insurance Badger State Summer Games in the Fox Cities.

“Without this financial assistance from the [Badger State] Games, these families would not have the opportunity to do something like this,” said Goeman. “I feel so lucky to be able to help provide an opportunity to a community that needs it.”

Andrea Hoeschen, Wisconsin Sports Foundation Director, feels the same way, “We hope other people hear about this and our phones start ringing off the hook. In a time when most people are looking to cut back, they still need to have something to look forward to; something to give them a positive experience.

We are able to do that. We just need people to open their hands and ask for assistance, because, fortunately, there are some very generous individuals that have opened their wallets.”

To receive more information or apply for these funds, contact Andrea Hoeschen at ahoeschen@sportsinwisconsin.com or call 414.336.6191 or fill out and submit the application form:

For more about the 2009 Summer Games and to register, visit www.badgerstategames.org or call 608-226-4780.

The American Family Insurance Badger State Summer Games' major sponsors include the Boldt Company, Charter Communications, Time Warner Cable and the Wisconsin Milk Marketing Board, with special thanks to the Fox Cities Stadium Charitable Fund within the Community Foundation for the Fox Valley Region and TravelWisconsin.com. Local media partners include The Post Crescent, WFRV-TV Channel 5, AM 1570/95.3 FM The Score and News Talk 1150 WHBY. The Games are hosted by the Fox Cities Convention and Visitors Bureau.

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.

Badger State Games Releases Fox Cities Venues List, page 2

2009 American Family Insurance Badger State Games Venues

Sport	Date	Deadline	Onsite REG	Venue
5K Run / Walk *	July 4	July 4, 2009	Yes	Fox Firecracker 5K Kaukauna Course
Archery	June 26 - 28	June 22, 2009	Yes	Outagamie Conservation Club
Baseball	June 26 - 28	June 8, 2009		Appleton Little League Fields @ USA Youth
Basketball - Adult	June 26 - 28	June 8, 2009		Kimberly High School
Basketball - Scholastic	June 26 - 28	June 8, 2009		Appleton North High School
Basketball - 3 on 3	June 26 - 28	June 8, 2009		Heart of the Valley YMCA
Basketball - Youth	June 26 - 28	June 8, 2009		Appleton North High School
Bowling	June 27 - 28	June 22, 2009		Super Bowl
Clay Target Sports - Trap	June 26 - 28	June 22, 2009	Yes	Outagamie Conservation Club
Clay Target Sports - Sporting Clays	June 26 - 28	June 22, 2009	Yes	J&H Game Farm
Clay Target Sports - Skeet	June 26 - 28	June 22, 2009	Yes	J&H Game Farm
Curling	June 26 - 28	June 15, 2009		Green Bay Curling Club
Cycling - Time Trial	June 27	June 22, 2009	Yes	Fox Cities Rural Road
Cycling - Road Race	June 27	June 22, 2009	Yes	Fox Cities Rural Road
Disc Golf	June 27 - 28	June 25, 2009		Plamann Park
Fast Pitch - Adult	June 26 - 28	June 8, 2009		Appleton Memorial Park
Fast Pitch - Youth	June 26 - 28	June 8, 2009		Appleton Memorial Park
Golf - Adult	June 27 - 28	June 10, 2009		Chaska Golf Course
Golf - Youth	June 25	June 10, 2009		Winagamie Golf Course
Golf - Junior	June 25	June 10, 2009		Winagamie Golf Course
Golf - Senior	June 25	June 10, 2009		Chaska Golf Course
Gymnastics	June 27 - 28	June 15, 2009		Heart of the Valley YMCA
Inline Marathon	June 28	June 22, 2009	Yes	Lakeshore Drive, Calumet County

Lacrosse	June 19-21	June 8, 2009		St. Joe's Middle School
Martial Arts	June 28	June 22, 2009	Yes	Radisson Paper Valley Hotel
Racquetball	June 26 - 28	June 22, 2009		Appleton YMCA
Rowing	June 27	June 17, 2009		Fox River, Appleton
Soccer - Adult	June 27 - 28	June 3, 2009		Menasha Area Soccer Club Fields
Soccer - Youth	June 26 - 28	June 3, 2009		USA Youth Sports Complex
Swimming - Age Group	June 26 - 28	June 5, 2009		Erb Park Pool
Swimming - Masters	June 28	June 5, 2009		Erb Park Pool
Tennis - Adult	June 19 - 21	June 8, 2009		Fox Cities Racquet Club
Tennis - Novice	June 19 - 21	June 8, 2009		Fox Cities Racquet Club
Tennis - Junior USTA*	June 26 - 28	June 21, 2009		Fox Cities Racquet Club
Track & Field - Youth	June 27	June 22, 2009		UW Oshkosh JJ Keller Field at Titan Stadium
Track & Field - Adult	June 28	June 22, 2009		UW Oshkosh JJ Keller Field at Titan Stadium
Triathlon*	June 20	June 19, 2009		High Cliff Triathlon
Ultimate Frisbee	June 26 - 28	June 8, 2009		Neenah Memorial Park
Volleyball	June 26 - 28	June 15, 2009		Chula Vista Resort
Wrestling	June 27	June 17, 2009		Hortonville High School

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