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PRESS RELEASE
FOR IMMEDIATE RELEASE

BADGER STATE GAMES GIVES BACK TO PHYSICAL EDUCATION PROGRAMS

BSG Will Award Over \$5000 In Grants To High School Physical Education Programs With Most Participation In Games

October 6, 2008 – Madison, WI – The American Family Insurance Badger State Winter Games will award over \$5000 in grants to any Wisconsin high school physical education program receiving the most support from registered participants.

When an individual registers for the Games they are able to vote for a high school of their choice. The individual does not have to be a student at or affiliated with that high school to cast their vote. Schools will be divided into three divisions: 0-500 students enrolled, 501-1000 students enrolled and greater than 1001 students enrolled.

First place will receive \$1000, second; \$500 and 3rd; \$250 in each of the three divisions. There is only one vote allowed per individual registering. Progress showing the number of votes each high school received will be updated on the Games web site.

“We are aware that Physical Education programs across the state work with limited budgets. As an organization which fosters healthy and active lifestyles, we saw an opportunity to support those programs and in turn get more people active in the Games,” said Ron Vincent, Chief Executive Officer of the Wisconsin Sports Development Corporation.

Due to the nature of the activity, many winter sports require special equipment or skills to participate, including those in the American Family Insurance Badger State Games. In an effort to make the Games more accessible for everyone, a trail run is being added this winter.

“We noticed that we didn’t have a winter event that anyone could come out and participate in, so this year we added a trail run. No special equipment necessary,” said John Eisele, Director of Operations, “just throw on some warm clothes and running shoes and come support a high school of your choosing or set a goal for yourself. We have events for all ages and all skill levels. It’s not limited to kids, the Games are for everyone.”

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

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

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