



**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**CONTACT:**  
Jessica Gammey  
Director of Marketing and Public Relations  
Phone: (608) 226.4780 ext. 246  
Fax: (608) 226.9550  
jgammey@sportsinwisconsin.com

---

## **BSG SKI FEMALE JUMPER TO COMPETE IN JUNIOR OLYMPICS**

Women's Ski Jumping not part of 2010 Vancouver Olympics, but you can find it in Wisconsin

*Madison, WI, January 18, 2010* -- the Wisconsin Sports Development Corporation (WSDC), the non-profit organizers of the Badger State Winter Games is excited to announce Jessie Taylor, a 15-year-old female ski jumper from Iola, Wisconsin recently qualified for the 2010 Junior Olympics in ski jumping, scheduled to take place in Steamboat Springs, Colorado, March 3-6, 2010.

Prior to competing at the Junior Olympics, Jessie will jump at the Badger State Winter Games, February 6 at the Iola Ski Jumping Complex, and is also a torch bearer in the Games' torch lighting ceremony, Friday, February 5, in downtown Wausau, Wisconsin.

With the 2010 Winter Olympic Games in Vancouver soon to be taking place, Women's Olympic ski jumping is receiving an enormous amount of attention because it is the only activity in the worldwide winter Games that doesn't allow women to compete. The men have been ski jumping in the Olympics since 1924; in fact, it's one of the original winter sports in the modern-day Olympics.

Newer sports like snowboard cross and skier cross have been added to the Olympics with fewer athletes and fewer countries than women's ski jumping, but the International Olympic Committee still voted to not add it to the 2010 Games. This decision has caused a lot of controversy within and around the sport and has raised the question of gender equality in sports.

In the meantime, ski jumping is alive and well in Wisconsin and is one of the events of the 2010 Badger State Winter Games. It's open to everyone regardless of gender, age or skill level.

The 2010 Winter Festival and Torch Lighting to take place Friday, February 5<sup>th</sup>, downtown Wausau. More information available at <http://www.sportsinwisconsin.com/bsgwin/winterfestival>.

Volunteers are still needed, sign up at: <http://www.sportsinwisconsin.com/volunteer/winter>.  
Registration the 2010 Winter Games is now open at [www.badgerstategames.org](http://www.badgerstategames.org). There are 18 different sports to choose from.

Participation scholarship funds are available for youth (ages 18 and younger) through the Wisconsin Sports Foundation. To apply for these funds or to make a donation to provide an opportunity for an underprivileged youth to participate, contact Andrea Hoeschen by sending an email to [ahoeschen@sportsinwisconsin.com](mailto:ahoeschen@sportsinwisconsin.com) or calling 414.336.6191.

**For more about the 2010 Badger State Winter Games and to register, visit [www.badgerstategames.org](http://www.badgerstategames.org) or call 608-226-4780.**

The Badger State Winter Games major sponsors include American Family Insurance, Charter Communications, Ministry Health Care, the Wausau/Central Wisconsin Convention & Visitors Bureau and the Wisconsin Milk Marketing Board, with special thanks to TravelWisconsin.com. Media partners include WAOW-TV 9, WIFC, WSAU, The Valley and FoxSports1390.

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 Badger State Games, the Wisconsin Athletic Hall of Fame, Paddle & Portage, Shape Up Badger State Kids and Lighten Up Wisconsin.

###

