

FOR IMMEDIATE RELEASE

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Contact: Matthew Olson

Waukesha & Pewaukee CVB

262-542-0330

matt@visitwaukesha.org

www.visitwaukesha.org

OUTSTANDING ATHLETE AWARD WILL RECOGNIZE HIGH SCHOOL STUDENTS

Waukesha, WI – Local high school athletes now have another opportunity to be recognized for their achievements with the creation of the Outstanding Athlete Award presented by the Waukesha & Pewaukee Sports Committee and sponsored by Geiger Awards and Apparel. In 2008, the Sports Committee was formed by the Waukesha & Pewaukee Convention and Visitors Bureau in an effort to promote sporting events, tournaments, and tourism. Committee members represent a variety of local entities, including parks and recreation departments, the YMCA, hotels, and private businesses.

Over the past several months the Sports Committee has created the Outstanding Athlete Award selection criteria and nomination procedures. Varsity athletes at all public and private high schools in Waukesha and Pewaukee are eligible for consideration. Nomination forms were provided to athletic directors and/or school administrators in early October for distribution to the coaches. Upon the Sports Committee's review of the nominations, one male and one female winner will be selected for each sports season during the 2010-11 academic calendar. Nominations are due by the following dates: Fall season - November 1, 2010; Winter season - April 1, 2011; Spring season - June 1, 2011.

While there are a variety of high school awards presented each year, the Outstanding Athlete Award is intended to provide an opportunity for all athletes to be rewarded for their efforts. The Sports Committee understands every team is comprised of many athletes who don't receive all of the headlines, but still play a critical role. "We're hopeful that coaches and school officials will consider nominating not only their star players, but also the young men and women who give maximum effort and are an asset to the Waukesha and Pewaukee Communities," said Matthew Olson, sports sales manager at the Waukesha & Pewaukee Convention and Visitors Bureau. Recipients of the Outstanding Athlete Award will receive a plaque provided by Geiger Awards and Apparel and be featured in a media release prepared and distributed by the CVB.

For additional information, contact Matthew Olson at 262-542-0330 or Mary Palmer, Sports Committee Chairperson, at 262-522-2953.

The Convention and Visitors Bureau is dedicated to the promotion of Waukesha & Pewaukee, WI, as a business and leisure destination. The allure of the area has been publicized by being chosen to host ABC's **Good Morning America**, named 50th "100 Best Places to Live" – **Money Magazine**, and named "Best Affordable Suburb" in the US – **Business Week**. Additional community information can be found at www.visitwaukesha.org.

About Geiger Awards and Apparel

Headquartered in Waukesha, WI, Geiger, Inc. has become known for successfully increasing the visibility and recognition of firms throughout the Midwest. For over 35 years their experienced professionals have provided awards, trophies, personalized gifts, decorated apparel, and distinctive accessories to meet the needs of businesses, schools, clubs, and individuals. Visit www.geigerawards.com

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