



FOR IMMEDIATE RELEASE

FOR INFORMATION CALL

September 10, 2007

Ald. Willie Wade
(414) 286-2863

MEDIA ADVISORY

Fresh Coast Basketball Tournament Will Be More Than Just Hoops

Plans for **Fresh Coast**, a new Milwaukee event that will include a college basketball tournament with four out-of-state teams, college recruitment and job fair, City tours, and other family-friendly activities, are underway. Initiated by Alderman Willie Wade – a one-time college basketball player – the event will serve as a way to provide family entertainment and opportunities for youth to explore college options.

Organizations sponsoring the event include Harley-Davidson, Manpower Inc., the Rivianna Development Group, LLC., and VISIT Milwaukee. Details of the event will be announced tomorrow (**Tuesday, September 11**) at **11:00 a.m. in the second floor foyer of the Midwest Airlines Center**. Along with Ald. Wade, participants will include **Mayor Tom Barrett** and representatives from each of the sponsoring organizations.

“This will be more than just a basketball tournament,” said Ald. Wade. “It will be a way to expose Milwaukee youth to college and career opportunities, provide family-friendly activities, and generate local and regional interest in the City of Milwaukee.” The event will be held on November 23-24, 2007 (Thanksgiving weekend).

WHAT: Fresh Coast Basketball Tournament News Conference

WHEN: Tuesday, September 11
11:00 a.m.

WHERE: Midwest Airlines Center, Second Floor Foyer
*Enter at 6th and Wisconsin

-30-