



**CONTACT:**  
Perron Nicholas, Director of Development  
Phone: 920.419.3916  
pnicholas@sportsinwisconsin.com

**MEDIA ALERT**  
FOR IMMEDIATE RELEASE

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**BOB HARLAN TO LIGHT BADGER STATE GAMES FLAME**

Former President of the Green Bay Packers and 2009 Wisconsin Athletic Hall of Fame Inductee will Kick-off Games

June 23, 2009 – Madison, WI – the American Family Insurance Badger State Summer Games is excited to announce that Bob Harlan, former president of the Green Bay Packers will light the flame of the 25<sup>th</sup> Annual Summer Games at the Fox River Mall on Wednesday June 24<sup>th</sup>, 2009 at 6:30 p.m.

**WHO:**

- Local Leaders and Dignitaries
- National Anthem with help from the Boldt Company
- Local Dance Team Performance
- Martial Arts Demonstration
- Exciting Torch Arrival compliments of Pierce Manufacturing
- Honorary Torch Bearer, Bob Harlan - Former President of the Green Bay Packers

**WHAT:**

American Family Insurance Badger State Games, 25<sup>th</sup> Annual Summer Games Torch Lighting Festival and Activities

**WHERE:**

Fox River Mall parking area near former Linen's n' Things building

**WHEN:**

Wednesday, June 24<sup>th</sup>, 2009  
Will start promptly at 6:30 p.m.

**CONTACT INFO:**

Perron Nicholas, WSDC Development Director and Torch Lighting Coordinator  
[pnicholas@sportsinwisconsin.com](mailto:pnicholas@sportsinwisconsin.com)  
920.419.3916

Jessica Gammey, WSDC Director of Marketing and Public Relations  
[jgammey@sportsinwisconsin.com](mailto:jgammey@sportsinwisconsin.com)  
608.957.6486

For more about the 2009 Summer Games, visit [www.badgerstategames.org](http://www.badgerstategames.org) or call 608-226-4780.

For more information on the Wisconsin Athletic Hall of Fame and ticket information contact Andrea Hoeschen at 414.336.6191, [ahoeschen@sportsinwisconsin.com](mailto:ahoeschen@sportsinwisconsin.com) or visit [www.sportsinwisconsin.com](http://www.sportsinwisconsin.com) and click on "WI Athletic Hall of Fame".

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.