



Kentucky High School Athletic Association

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HOUCHENS INDUSTRIES EXTENDS TITLE SPONSORSHIP OF GIRLS' SWEET 16® STATE BASKETBALL TOURNAMENT, EVENT TO REMAIN IN BOWLING GREEN

Houchens Industries has agreed to a four-year extension as as title sponsor of the KHSAA Girls' Sweet 16® State Basketball Tournament.

In addition, Western Kentucky University and E.A. Diddle Arena will continue to serve as host site of the event through 2015.

"It has truly been a pleasure to work with the corporate community of Bowling Green and the folks at Western Kentucky University and we look forward to building on the great relationship we have established," said KHSAA Commissioner Julian Tackett. "The community spirit and desire to provide a first-class championship experience for our state's student-athletes is what makes Bowling Green a truly special community. Obviously, this would not be possible if not for the support of groups like Houchens Industries. Frankly, it's a relationship built on a common goal – a growing company supporting a growing event. It doesn't get any better than that."

Houchens Industries, is a highly diversified ESOP company with interests domestically and internationally with corporate offices located in Bowling Green. The company has been in existence for nearly 100 years and boasts

diversified companies in industries such as grocery and convenience stores, insurance, web development and construction.

"We are extremely pleased to have the opportunity to continue our relationship with the girls' state tournament and the Kentucky High School Athletic Association," said Alan Larsen of Houchens Industries. "The relationships we have been able to build through this event have proven invaluable to our overall mission within the Bowling Green community and the commonwealth. The event has become one of the most highly anticipated events in the area each year and we're proud to play a part in it."

Western Kentucky University and E.A. Diddle Arena have been the site of the KHSAA Girls' Sweet 16® continuously since 2001. The past two years record crowds have flocked to the 7,500 seat facility, the home of the Western Kentucky Hilltoppers of the Sun Belt Conference. Last year a tournament record 43,679 fans attended the event, including a record finals crowd of 5,122 as Rockcastle County defeated DuPont Manual in overtime to win its first championship.

"We are very pleased to continue hosting the Houchens Industries/KHSAA Girls' Sweet 16 tournament, which has been played in Diddle Arena since 2001. We have developed a wonderful partnership with the KHSAA and this, along with the continuation of Houchens Industries as the title sponsor, means thousands of high school students and fans will come to Bowling Green and our campus each March for at least four more years," said Western Kentucky University President Gary Ransdell. "This provides a tremendous economic boost for the Bowling Green area and allows us to showcase our beautiful campus while we get to enjoy some of the best girls high school basketball in the country in one of the best basketball venues in the U.S."

Since its move to Bowling Green in 2001, the Houchens Industries/KHSAA Girls' Sweet 16® has become one of the busiest weeks of the year for the city's hotel, restaurant and tourism industry.

"This tournament means so much to our community on many different levels. From the personal relationships our host families and hospitality workers develop with the teams to the economic engine created by so many visitors to Bowling Green and WKU, the Houchens Industries/KHSAA Girls' Sweet 16 is one of the most highly valued events on our community's annual calendar," said Bowling Green Area Convention & Visitors Bureau Executive Director Vicki Fitch.

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