



# Kentucky High School Athletic Association

2280 Executive Drive ° Lexington, KY 40505 ° [www.khsaa.org](http://www.khsaa.org) ° (859)299-5472 (859)293-5999 (fax)

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## **KHSAA ANNOUNCES SPONSORSHIP EXTENSIONS FOR GIRLS' STATE BASKETBALL AND BOYS' & GIRLS' STATE GOLF**

**BOWLING GREEN** – Kentucky High School Athletic Association Commissioner Brigid DeVries, along with representatives from Bowling Green Area Convention and Visitors Bureau, Leachman Buick & GMC of Bowling Green and Houchens Industries, announced sponsorship extensions for the Leachman Buick & GMC/KHSAA State Golf Championships and the Houchens Industries/KHSAA Girls' State Basketball Tournament at a press conference held Wednesday in Bowling Green.

Leachman Buick & GMC, title sponsor for the 2004-06 Boys' & Girls' State Golf Tournaments, extended its deal an additional three years to include through the 2009 championship tournaments.

"Leachman Buick & GMC is honored to play a role in the development of our state's young athletes by sponsoring the KHSAA State Golf Championship through the year 2009," General Manager David Jagers said. "This strengthens our commitment of supporting young athletes both locally and statewide, as well as our commitment to our local community."

The 2005 tournament is set to be played at Rolling Hills Country Club in Paducah (girls) and Country Club of Paducah (boys). Part of the contract includes the Bowling Green area hosting the event from 2006 through 2009.

"It's exciting to know that high school golfers, every time they step on a course, will be thinking about 'making it to Bowling Green' beginning in 2006. As these youngsters progress through their collegiate or even professional careers, they'll always have the memory of playing in the Leachman Buick & GMC/KHSAA State Golf Championship," Jagers concluded.

Houchens Industries, title sponsor of the Girls' Sweet Sixteen since 2003, has extended its deal that would run through the 2008 event with extensions for an additional three years through 2011.

"Houchens Industries is again proud to be a part of the growing popularity of young ladies basketball in the Commonwealth, and is pleased to be the primary sponsor of the KHSAA Girls' Sweet 16 tournament for an additional number of years," Houchens Industries Merchandising and Marketing Director Alan Larsen said.

"Our commitment to this event allows these athletes and their families, from all around the state to visit and experience Bowling Green first hand, and to have the exposure to Western Kentucky University that will certainly have an impact on their decision making process as they proceed to the next level of their sport. Our goal will be to continue to stay involved in this event, and to continue to help showcase Bowling Green as a great place to bring your family to visit and an even better place to live."

Bowling Green and Western Kentucky have served host to the Girls' State Basketball Tournament 12 times overall and the last five consecutive events. The contract includes playing

the event in E.A. Diddle Arena through at least the 2008 tournament with the additional three year extensions making "The Hill" home to the tournament through 2011.

"We are thrilled to continue a great working relationship with the Kentucky High School Athletic Association, Houchens Industries, Leachman Buick & GMC and Western Kentucky University," said Bowling Green Area Convention & Visitor's Bureau Sports Sales Director Steve Small. "Bowling Green is the place to host these events and we are glad to help assist in securing them for the community."

"We are thrilled that Leachman Buick & GMC and Houchens have agreed to continue relationships with the Association," KHSAA Commissioner Brigid DeVries said. "We continue to take an aggressive approach of finding ways of assisting the Association to continue the level of programs it provides the student-athletes in Kentucky. Both Leachman and Houchens share the values and focus with the KHSAA and we hope to continue these relationships."

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For more information, contact Butch Cope at the KHSAA; Steve Small at the Bowling Green Area Convention & Visitor's Bureau; Shannon Hendrick at Houchens Industries; Howard Carpenter at Leachman Buick & GMC of Bowling Green.