

Time Inc.
For Immediate Release:

THE CENTRE REGION NAMED
SPORTS ILLUSTRATED 50th ANNIVERSARY SPORTSTOWN
FOR THE STATE OF PENNSYLVANIA

Governor Ed Rendell and Centre Region Director of Parks & Recreation Ron Woodhead to Accept Award

New York, NY, August 20, 2003 – The Centre Region has been selected as the *Sports Illustrated 50th Anniversary Sportstown* for the state of Pennsylvania, it was announced today by SPORTS ILLUSTRATED and the National Recreation and Park Association (NRPA).

Pennsylvania governor Ed Rendell and Ron Woodhead, Director of Parks and Recreation for the Centre Region, will formally accept the award next Saturday, August 30 during halftime of the Penn State vs. Temple game at Beaver Stadium on the Penn State campus. SI's Director of Editorial Projects and Penn State alum Brad Young will present the award on behalf of the magazine and Susan Potts, Community Outreach Specialist for NRPA, will present on that organization's behalf.

Fifty *Sports Illustrated Sportstowns* – one from each state – will be announced from July 2003 to July 2004 in conjunction with the week a special section featuring that state's sports landscape is highlighted in the magazine. The selections will be made by both SPORTS ILLUSTRATED and the National Recreation and Park Association based on a variety of criteria that demonstrates a community's involvement in facilitating and enhancing quality sports. Communities are judged in the following categories: philosophy, policy/procedures, education and training strategies, youth development strategies, community commitment to parks and recreation resources, innovations for community development, and scope of the programming.

Each *Sportstown* recipient will be honored with a cash grant, recognition in SPORTS ILLUSTRATED magazine and a special commemorative road sign that recognizes the community as an official *Sports Illustrated Sportstown*.

Pennsylvania is the sixth state profiled in a special editorial section in SI and is the sixth to receive a *Sports Illustrated Sportstown* designation. The special Pennsylvania section appears in the August 25 issue on newsstands starting today.

“The *Sports Illustrated Sportstown* program brings to life the notion that sports are an enormous force for good in our country,” says SI President Bruce Hallett. “The Centre Region's commitment to finding creative and resourceful ways to enhance sports for the well being of its community fits perfectly with the principles of our *Sportstown* program as well as the overall mission of our anniversary celebration.”

The Centre Region's vibrant sports and recreation opportunities are the result of the long-standing partnerships of the area municipalities, Penn State University, the Centre County Convention & Visitors Bureau, State College Area School District, community organizations, many commercial enterprises and the residents of the Centre Region. For more than 55 years, the seeds of this unique environment have grown into a success story for residents, alumni, visitors and for municipal recreation.

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“The depth of commitment to safety, parent education and quality coaching within its sports community makes The Centre Region an ideal recipient of the SPORTS ILLUSTRATED Sportstown designation,” says NRPA Executive Director John Thorner. “The board is to be commended for their demonstrated ability to work together to create both recreational and competitive sports programs for members of the community.”

SI’s 50th Anniversary program, *America’s Sports Illustrated: 50 Years, 50 States, 50 Sports*, is a wide-ranging multimedia platform that is the most ambitious initiative in the history of the franchise. The grassroots effort, which begins this month and continues through July 2004, is a yearlong celebration of sports in America. It will include editorial coverage in the magazine and online, a community sports outreach campaign, as well as *The Toyota Presents Sports Illustrated’s 50th Anniversary Tour* that will travel to unique sports events in cities and towns throughout the country. SI’s actual 50th anniversary date is August 16, 2004.

Starter and **Best Buy** are the program sponsors.

The National Recreation and Park Association is a nonprofit professional and citizen association dedicated to advancing parks, recreation and environmental conservation efforts that enhance the quality of life for all people. Headquartered in Ashburn, Virginia, NRPA supports the work of public, private, and non-profit park and recreation concerns in the areas of youth development, lifelong health, quality sports and environmental stewardship.

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