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FOR IMMEDIATE RELEASE

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Affiliated Dentists to Sponsor Celebrity Basketball Challenge Benefiting Easter Seals Wisconsin

Madison, WI – Easter Seals Wisconsin will host its first-ever Celebrity Basketball Challenge, presented by Affiliated Dentists, on April 7 at Madison College in the H. Douglas Redsten Gymnasium from 5:00 – 7:00 p.m. Media Partners include ESPN Wisconsin and Wisconsin’s 57 Televisions. The game will showcase former University of Wisconsin athletes and other local celebrities. The roster is being finalized and will be released on the Easter Seals Wisconsin website in early April.

“Affiliated Dentists is proud to be an active part of our community and the presenting sponsor for the inaugural Easter Seals Wisconsin Celebrity Basketball Challenge,” says Dr. Mark Gustavson. “We love basketball, so this event was a natural fit for our team! The fact that it benefits families and individuals with disabilities makes it even more worthwhile.”

All tickets for this event will be general admission. Advance purchase tickets are \$10; student tickets are \$5; and children 6 years and under are FREE (\$2 more at door on day of event). To order tickets or for additional information, visit: www.eastersealswisconsin.com/tickets. Activities and games are planned, as well as halftime entertainment by the Kehl School of Dance.

There will also be an opportunity for students, grades 3-6, to attend a pre-game event – the *Shot Doctor Skills Academy* – hosted by Coach Gary Close. Students will have the opportunity to work on their basketball skills in small groups led by former Badger Basketball players. Registration is \$20 each but **space is limited** – only the first 100 to sign up will be able to participate! Visit www.eastersealswisconsin.com/tickets for more details or to register.

Proceeds from the event will go to the programs and services of Easter Seals Wisconsin – directly benefiting children and adults with disabilities.

Pictured left to right: Lisa Schell, Affiliated Dentists; Zach Morley, Board Member, Easter Seals Wisconsin; Dr. Maggie (Smith) Budde, Affiliated Dentists; Dr. Mark Gustavson, Affiliated Dentists; Christine Fessler, CEO, Easter Seals Wisconsin; Andy Crooks, Board Member, Easter Seals Wisconsin; and Dr. Susie Dendinger, Affiliated Dentists.

About Easter Seals Wisconsin: For over 90 years, Easter Seals Wisconsin (www.EasterSealsWisconsin.com) has provided services that help children and adults with disabilities gain greater independence. Easter Seals’ primary services – vocational rehabilitation, respite services, camping and recreation, information and referral, and public education – benefit close to 10,000 individuals with disabilities and their families each year throughout Wisconsin.

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