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FOR IMMEDIATE RELEASE

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Affiliated Dentists Presents 2nd Annual Celebrity Basketball Challenge Benefiting Easter Seals Wisconsin

Madison, WI – Easter Seals Wisconsin will host the 2nd Annual Celebrity Basketball Challenge, presented by Affiliated Dentists, on April 13 at Madison College in the H. Douglas Redsten Gymnasium from 3:00 – 5:00 p.m. Media Sponsor Wisconsin Sports Zone – The Zone 96.7 FM/1670 AM. 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.



Pictured left to right: Andy Crooks, Board Member, Easter Seals Wisconsin; Dr. Susie Dendinger, Affiliated Dentists; Dr. Mark Gustavson, Affiliated Dentists; Zach Morley, Board Member, Easter Seals Wisconsin; Dr. Maggie Budde, Affiliated Dentists; and Dr. Brian Porter, D.D.S. Affiliated Dentists was the 2018 presenting sponsor for the event in its inaugural year, and they will be so again in 2019.

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

Affiliated Dentists was the presenting sponsor for the event in its inaugural year. “They understood our vision for this new event from the very beginning. When we approached them to sponsor again for the second annual charity game, they didn’t hesitate to accept. We are thrilled that they’re on board again this year.” says Christine Fessler, President and CEO of Easter Seals Wisconsin.

All tickets for this event will be general admission: adults \$10; students \$5; children 6 years and under are FREE! To purchase tickets online or see event details, visit: www.eastersealswisconsin.com/tickets. The affordable family-friendly event will include activities, games, and prizes, 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.

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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