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FOR IMMEDIATE RELEASE

March 2, 2020

Affiliated Dentists Presents 3rd Annual Celebrity Basketball Experience Benefiting Easterseals Wisconsin

Madison, WI – Easterseals Wisconsin will host the 3rd Annual Celebrity Basketball Experience, presented by Affiliated Dentists, on April 5 at the Kohl Center from 3:00 – 5:00 p.m. Media Sponsor is Wisconsin Sports Zone – The Zone 96.7 FM/1670 AM. The game will showcase former University of Wisconsin athletes. The roster is being finalized and will be released on the Easterseals Wisconsin website one week prior to the event.

“Affiliated Dentists is proud to be an active part of our community and the presenting sponsor for this year’s Easterseals Wisconsin Celebrity Basketball Experience,” 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 has been the presenting sponsor for the event since its inception. “They understood our vision for this event from the very beginning. When we approached them to sponsor once again, they didn’t hesitate to accept. We are thrilled that they’re on board with all their enthusiasm and encouragement and belief in our cause!” says Christine Fessler, President & CEO of Easterseals Wisconsin.



Celebrity players, including Joe Thomas, Greg Stiemsma, and Zak Showalter, in the 2019 Easterseals Wisconsin Celebrity Basketball Experience.

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 includes activities, games, prizes, photos with Bucky Badger, and much more!

There will also be a unique opportunity for students, grades 4-8, 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 and includes a ticket to the event, 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 Easterseals Wisconsin – directly benefiting children and adults with disabilities in our community.

About Easterseals Wisconsin: For over 90 years, Easterseals Wisconsin (www.EastersealsWisconsin.com) has provided services that help children and adults with disabilities gain greater independence. Easterseals’ 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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