



Kentucky High School Athletic Association

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

MEDIA ADVISORY

MONDAY, DEC. 9, 2002

KHSAA & HOUCHENS INDUSTRIES TO HOLD PRESS CONFERENCE

Representatives from the Kentucky High School Athletic Association and Houchens Industries will hold a press conference at the Downing University Center across from Diddle Arena on the campus of Western Kentucky University on Tuesday, Dec. 10 at 3 p.m.

The conference will include the unveiling of the new logo for the upcoming Houchens Industries/KHSAA Girls' Sweet 16 State Basketball Tournament in March in Bowling Green as well as promotions that Houchens Industries will be doing leading up to and during the tournament.

Representatives from the Bowling Green/Warren County Tourism group and Western Kentucky University will also be in attendance.

In May of 2001, Bowling Green and WKU were awarded the 2003-06 KHSAA Girls' State Basketball Tournaments. The package included a title partnership by Houchens Industries and marks the only the third time in Association history that a title partnership has been awarded. The other two were in 1999 when Valvoline was title partner for the State Football Finals and the State Soccer Championships.

Bowling Green and Diddle Arena have served as host to the Girls' Sweet Sixteen nine times from 1985 through 2002.

-- KHSAA --

For more information, contact Butch Cope at the KHSAA (859)299-5472 or Shannon Hendrick at Houchens Industries at (270) 780-2858.