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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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November 22, 2011

Ald. Willie Wade  
(414) 286-2863

## Fresh Coast Classic Kickoff News Event is Tomorrow

**Alderman Willie C. Wade** will be joined by **Mayor Tom Barrett** tomorrow (Wednesday, November 23) during a news conference launching the 2011 Fresh Coast Classic College Resource Fair. The news conference – which will also include presentations of \$1,000 scholarships to several local high school seniors – will start at **11 a.m.** Wednesday at the **Harley-Davidson Museum**, 400 W. Canal St.

The **Fresh Coast Classic College Resource Fair** will be held from 3 p.m. to 7 p.m. tomorrow (Wednesday, November 23) at the Harley-Davidson Museum. The fair is free and open to the public.

Alderman Wade said the event is a positive way of showing off Milwaukee to visitors and helping young Milwaukeeans plan for their futures. “It exposes Milwaukee youth to college and career opportunities, provides family-friendly activities, and generates local, regional, and national interest in the City of Milwaukee.”

The resource fair will host more than 50 exhibitors including the U.S. Department of Student Financial Aid, the United Negro College Fund, Dynamic Education/Job Corps, “Big Step” Building and Trades Program, and military service branches – interactive – U.S. Air National Guard, U.S. Army National Guard, and U.S. Marine Corps.

**-More-**

## **Fresh Coast Classic/ADD ONE**

The Fresh Coast Classic was initiated in 2007 when Alderman Wade, who played basketball in college, partnered with the **Running Rebels Community Association** to increase scholarship opportunities and to boost Milwaukee youth exposure to historically black colleges and universities.

### **About the 2011 Fresh Coast Basketball Classic**

The 2011 Fresh Coast Basketball Classic will include a tournament featuring historically black universities and a high school showcase featuring top Milwaukee City Conference teams matched up against top area suburban schools. All games will be played at Wisconsin Lutheran College on Friday, November 25 and Saturday, November 26.

Competing for the college FCC title this year will be: Bowie State University (Bowie, MD), Cheyney University (Cheyney, PA), Fisk University (Nashville, TN) and Lincoln University of Pennsylvania.

Eight high school games will feature some of the top area prep teams including: Arrowhead, Bradley Tech, Brown Deer, Milwaukee Hamilton, Sussex Hamilton, Kettle Moraine, Morse-Marshall, Mukwonago, Racine Case (girls), Riverside, Rufus King, Manitowoc Roncalli, South Division, Vincent (girls), Washington, and Whitnall.

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