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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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November 26, 2013

Ald. Willie Wade  
(414) 286-2863

## Fresh Coast Classic Kickoff is Wednesday

The **Fresh Coast Classic College & Resource Fair** will be held from 8:30 a.m. to 4:30 p.m. tomorrow (**Wednesday, November 27**) at the Wisconsin Center, 400 W. Wisconsin Ave. The fair is free and open to the public. The actual **Fresh Coast Basketball Classic Tournament** will be held on Friday, November 29 and Saturday, November 30 at Wisconsin Lutheran College, 8800 W. Blue Mound Rd.

**Alderman Willie C. Wade**, who serves on the FCC's board, said the entire event is more than just a basketball tournament, but a positive way of showing off Milwaukee to visitors and helping young Milwaukeeans plan for their futures. "It's a celebration that honors academic achievement, tradition and sportsmanship that continues to be an entertainment-filled, family-friendly weekend," he said.

During the FCC's inaugural college and resource fair in 2007, 375 students attended; more than 4,000 students are expected to attend tomorrow's event, Alderman Wade said.

The Milwaukee Public Schools **Team Up** College Access Centers is a key partner for the college and resource fair, and Alderman Wade said the event will also include representatives from the Wisconsin Equal Opportunity Program (WEOP) and the United Negro College Fund (UNCF) who will be on site to assist students with college access and postsecondary planning, as well as more than 50 college admissions personnel, presentations, sponsors and vendors. The City of Milwaukee Youth Council will also have information available at a booth at this year's fair.

-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 2013 Fresh Coast Basketball Classic**

The 2013 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 29 and Saturday, November 30.

Competing for the college FCC title this year will be: Central State University (Wilberforce, OH), Lane College (Jackson, TN), Clark Atlanta University (Atlanta, GA) and Winston Salem State University (Winston-Salem, NC.)

Eight high school games will feature some of the top area prep teams including: Milwaukee Riverside (boys & girls), Whitnall, Waukesha West (girls), Milwaukee Rufus King, Sussex-Hamilton, Milwaukee Vincent, Racine Case, Milwaukee Morse-Marshall, Kettle Moraine, Milwaukee South, Kenosha Bradford, Milwaukee Hamilton, Pewaukee, Milwaukee Washington and Mukwonago.

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