
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

November 18, 2015

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Fresh Coast Classic Kickoff is Thursday

A news conference kicking off tomorrow's **Fresh Coast Classic College & Resource Fair** and basketball tournament will be held at **2 p.m. tomorrow (Thursday, November 19)** on the second level of the Student Union at the University of Wisconsin-Milwaukee, **2200 E. Kenwood Blvd.**

Alderman Willie C. Wade, who serves on the FCC's board, will be joined at the news conference by **Mayor Tom Barrett** and **Alderman Russell W. Stamper, II** (also an FCC board member). The college and resource fair will take place at the UWM union tomorrow from 8:30 a.m. to 3:30 p.m. tomorrow. The fair is free and open to the public.

Alderman Wade said the Classic is an upbeat, ongoing event that exposes Milwaukee to visitors in a positive way while also helping young Milwaukeeans plan for their futures. "It's a celebration that honors academic achievement, tradition and sportsmanship, and it is truly an entertainment-filled, family-friendly series of events," he said.

"The Fresh Coast Basketball Classic is more than a basketball game," **Alderman Stamper** said. "It's an enriching opportunity for the community to come together and celebrate our youth through scholastic achievement and civic engagement."

During the FCC's inaugural college and resource fair in 2007, 375 students attended; this year nearly 4,000 area high schools students are expected to attend Thursday's college and resource fair, including pre-registered MPS students. Students from other schools are also invited to attend.

-More-

2015 Fresh Coast Classic/ADD ONE

The basketball classic will conclude with a **drumline competition** and a scholarship presentation by MPS Team Up at 3:15 p.m. on Saturday, November 28. Ten local high schools will compete against each other, and the drumline winner will receive a cash prize. Mayor Barrett is scheduled to be one of the judges for the drumline.

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.

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 2015 Fresh Coast Basketball Classic

The 2015 Fresh Coast Basketball Classic will include a **high school tournament** featuring top Milwaukee City Conference teams matched up against top area suburban schools. All games will be played at the **Klotsche Center at UW-Milwaukee on Friday, November 27 and Saturday, November 28.**

The high school tournament games will feature some of the top area prep teams including: Milwaukee Riverside (boys & girls), West Allis Central, Wauwatosa West, Milwaukee Rufus King, Sussex-Hamilton, Milwaukee Vincent, Racine Case, Milwaukee Morse-Marshall, Milwaukee Messmer, Milwaukee South, Kenosha St. Joseph, Brookfield Academy, Milwaukee Hamilton, Pewaukee, Manitowoc Roncalli, Brown Deer, Milwaukee Washington and Mukwonago (boys and girls).

Please go to www.freshcoastclassic.org for more information.