

# AMERICAN WATER SKI EDUCATIONAL FOUNDATION

## PUBLIC SERVICE ANNOUNCEMENT



1251 Holy Cow Road  
Polk City, Florida \* 33868-8200

Contact: Carole Lowe

[info@waterskihalloffame.com](mailto:info@waterskihalloffame.com)

Phone: 863-324-2472 \* Fax: 863-324-3996

For Urgent Publication  
July 15, 2009

### **HALL OF FAME OPERATIONS RUNNING SHORT OF FUNDS**

#### **Introduces State Federation Legacy Ladder fundraising endeavor**

POLK CITY, FL. JULY 15, 2009:

The American Water Ski Educational Foundation, (AWSEF) is introducing an ambitious fundraising endeavor to secure operational funding for the world renown Water Ski Hall of Fame located in Polk City Florida. Citing the recent economic downturn as the impetus, Carole Lowe, Managing Director of the AWSEF, states that operating funds for the museum and related facilities are at risk. "Our membership renewals remain strong, however corporate and personal bequests are not what they used to be. The museum and its grounds are at risk." To help address the budgetary shortfall and promote the museum, the foundation is announcing the:

#### **State Federation Legacy Ladder Campaign**

Each registered water sports federation for all 50 states plus territories will receive display recognition in the Water Ski Hall of Fame. Individuals, groups, clubs and

organizations may contribute together or independently. The state of residence, or as otherwise attributed by the contributor, will receive a state identified cumulative dollar credit and appropriate display on a ladder board. For each cumulative \$1,000 attributed to a state, that state will be allowed to designate one local Water Sports "Legacy" to be displayed in the public viewing areas of the Hall of Fame Museum. A Legacy is defined as any person, club, group or event with importance to local water ski activities current or historic, as deemed by the contributing entity. Legacies may include an individual of note, honoring the memory of someone you loved or admired, a ski site, club or event. Every increment of \$1,000 will receive permanent display associated with the state of the donor's choice and remain on display indefinitely.

Program Chairman Bob Reich added: "The New State Federation Ladder Program allows rival states to demonstrate their competitive nature against their neighbor to help AWSEF preserve our history and our water ski legacies as well as support the Museum for posterity. It also gives clubs, individuals and their families a means to have their legacy preserved in the Water Saki Hall of Fame who might not otherwise qualify under current induction stipulations. Legacies can be active or retired competitors and in fact, need not have ever competed. Legacies should, however, have or have had a meaningful impact on towable water sports. This is a great place to recognize our officials and event organizers and noteworthy local skiers." To submit your water sports legacy or review water sports legacies across the country, please visit [www.waterskihalloffame.com](http://www.waterskihalloffame.com) today. Secure a place in history for your local legacy.

-End-