



## FOR IMMEDIATE RELEASE

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# SPARTANS READY FOR “SUPER” WEEKEND

## Team Celebrates Biggest Weekend in Sports with Multiple Charity Initiatives

**La Crosse, WI:** As the NFL’s season culminates this Sunday with the Super Bowl in Miami, the expansion La Crosse Spartans 2010 campaign has just begun. This weekend the team, front office, and coaching staff will be participating in a series of charity events throughout the Wisconsin community and encourage all of their fans to attend.

Spartans “Super” Weekend kicks off on Friday evening as the teams front office staff will be participating in the Relay for Life at UW-La Crosse’s Mitchell Field House. The goal is to raise money for the American Cancer Society, a task the staff has already begun in raising over \$1,000 in pre-event donations. Fun and games in support of the organization begin at 6pm and last until 6am the following morning.

On Saturday, Spartans players will be competing against local celebrities from the La Crosse Radio Group and PRTV in a charity basketball game at Onalaska High School. The team hopes to raise money and awareness for the Juvenile Diabetes Research Foundation of Western Wisconsin. Game time is scheduled for 11 am with tickets for Adults costing \$4, and child tickets going for \$2. Local band T.U.G.G. will also be performing. The Spartans recommend that fans arrive early to obtain seats closest to the action.

Finally, on Sunday, the team will be at Buffalo Wild Wings in Onalaska for the restaurants annual Super Bowl party. The Spartans players, coaches, and dance team will be on hand to raffle off team prize packages and even an autographed Gilbert Brown football during the nights festivities.

The Spartans family hopes to see the entire Wisconsin community this “Super” weekend to help support these great causes. In addition, the team would like to thank the over 2,200 fans who attended last Friday’s first-ever Family Night. The event featured games, live music, prizes, autograph signings and much more. The Spartans plan for many more fan related events throughout their inaugural season, beginning with this weekend. The teams first live action will come on February 21st in a Pre-Season game against the neighboring Green Bay Blizzard. Game time is scheduled for 3pm at the La Crosse Center.

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**The La Crosse Spartans are an expansion franchise playing in the Indoor Football League. The Spartans are coached by Packers-great, Gilbert Brown. Coach Brown and the Spartans’ organization are committed to actively participating in the La Crosse community. For more information on the team, visit [www.lacrossespartans.com](http://www.lacrossespartans.com).**

**The Indoor Football League ([www.goifl.com](http://www.goifl.com)) is a 26-team league based out of Richmond, Virginia with franchises in 15 states (including Alaska). The league holds a 14-game regular season schedule that runs March through June. The IFL’s playoffs culminate in July with the IFL United Bowl. In addition to a seven-game home schedule, the Spartans will also host one pre-season game and a family night event.**

LA CROSSE  
SPARTANS