



# MEDIA ALERT

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## Event Sponsors to Provide Boy Scouts and Girl Scouts with Free Admission to Sports Show on March 10

Milwaukee, Wisconsin. Event sponsors are providing Boy Scouts and Girl Scouts with free admission on Thursday, March 10, to the 81st Milwaukee Journal Sentinel Sports Show. To qualify, active Scouts need to wear their uniform and visit the ticket window to obtain their ticket.

“We are delighted that our Sports Show sponsors provide the opportunity to continue this tradition for Wisconsin’s Scouts to explore all that’s new in the world of outdoors activities like fishing, boating, hunting, hiking and more,” said Mark Missurelli, Sales Manager with the Milwaukee Journal Sentinel. “Without sponsor support we would not be able to offer Scouts free admission on Thursday.”

This year’s primary event sponsors are Mercury Marine, Ford and Usinger’s. If you’re planning to go out on the water any time soon, you’ll want to stop at the Mercury Marine booth at the sports show. The Wisconsin-based company will be showcasing a wide variety of top-of-the-line engines, and their experts can give you tips to help you get the most out of your boating.

Ford, the official vehicle of the 2022 show, will showcase their full lineup of trucks and SUVs “built for every outdoor adventure,” said Sean P. Baxter, president and CEO of Kayser Automotive Group. Baxter said some of the vehicles that will be highlighted are the all-new Bronco and Bronco Sport; Maverick, the company’s latest truck; and the F-150, the best-selling truck in America for 45 years.

Usinger’s – maker of sausages, bratwurst and more – will be one of the featured businesses at the sports show. The 142-year-old company has been family-run its entire history, and Fritz is the fourth-generation Usinger to helm the “wurstmacher.”

Additional sponsors include Busch Light, Vital Essentials pet food, Festival Foods, West Town Archery, Buck Rub Archery and Window Select.

The 81st Milwaukee Journal Sentinel Sports Show takes place March 10-13 in the Exposition Center at State Fair Park. Regular admission is \$12 for adults, \$5 for children ages 5-17 and free for children under age 5. Parking at State Fair Park is \$10.

See the attached media advisory for complete information about the show, and find updated information, schedules, speakers and biographies, and exhibitor lists at [www.jssportsshow.com](http://www.jssportsshow.com).



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## ***EXPLORE WHAT'S NEW*** **at the 81st Milwaukee Journal Sentinel Sports Show**

Milwaukee, Wisconsin. The 81st Milwaukee Journal Sentinel Sports Show will take place at State Fair Park March 10-13, 2022. This year people who love the outdoors can explore new equipment, products, destinations and get information and insider tips from experts in hunting, fishing, boating, camping and more. The first Sports Show happened in 1940.

----- **AT A GLANCE** -----

<b>Website</b>	jssportsshow.com
<b>Dates</b>	4 days -- Thursday March 10 through Sunday March 13
<b>Hours</b>	Daily 10am to 8pm, Sunday close at 5pm
<b>Venue</b>	State Fair Park, Exposition Hall 640 S 84th Street, West Allis, WI 53214
<b>Admission at the Door</b>	Adults: \$12.00 Child Age 5-17: \$5.00 Child under age 5: FREE
<b>Parking</b>	\$10, collected by State Fair Park
<b>Discount Tickets</b>	Best savings are <u>only</u> online, <u>not</u> at the ticket window. Every Adult can SAVE \$2 online with promotion code <b>SELECT</b> courtesy of our sponsor, <b>Window Select</b> .
<b>Military Discount</b>	Thanks to <b>Festival Foods</b> all of us can say "thank you for your service." Festival Foods is providing free admission to military personnel and veterans every day of the show, just show your valid ID, at the ticket window.
<b>Scouts Discount</b>	On Thursday March 10, Boy Scouts and Girls Scouts in uniform can enter the show for free. Just stop by the ticket window to pick up your free admission ticket.
<b>COVID Precautions</b>	The show is following area guidelines: masks are encouraged but not required. Hand sanitizer will be available throughout the show.