



Press Release: “Best Of The West”

Fueling Champions Brick By Brick

Together In Strength, United In Purpose: A Community Fundraising Initiative to Empower Student Athletes

FOR IMMEDIATE RELEASE

Louisville, KY — **The inaugural “Best Of The West” Fueling Champions Brick By Brick Together In Strength United In Purpose** fundraising event will take place this fall, marking a significant step forward for the Shawnee and Central High School Athletic Departments. This first annual event aims to rally the West End community around a critical mission: ***empowering student athletes through sport, education, and opportunity.***

Sports play a vital role in keeping students engaged, especially for those in the West End of Louisville where resources can be scarce and economic challenges are prevalent. Despite facing financial barriers, the spirit of these students remains unwavering. The athletic programs at Shawnee and Central High Schools have long served as a beacon of hope, mentorship, and growth—providing student athletes with a pathway to higher education and lifelong success.

Bridging Gaps, Building Futures

The “Best Of The West” fundraising event will directly support essential needs within the athletic departments—from equipment and uniforms to transportation and facility improvements. More importantly, it will ensure that all students, regardless of their families’ economic situations, have equitable access to the benefits of school sports.

According to recent educational data:

- The average household income in the West End of Louisville is significantly lower than the citywide average.
- Fewer than 30% of households in the area have attained college degrees.
- Students participating in athletics are 15% more likely to graduate high school and 20% more likely to pursue higher education compared to their non-athlete peers.
- School sports have been shown to reduce dropout rates, promote discipline, and improve academic performance.

Why Your Support Matters

- Empowering Youth: Your contribution will give student athletes a fair shot at success, on and off the field.
- Promoting Equity: Funds raised will help level the playing field for students from economically disadvantaged backgrounds.
- Enhancing Community: Supporting athletics fosters school pride and unites families, neighborhoods, and local businesses.
- Investing in the Future: Today's student athletes are tomorrow's leaders—your support paves the way for scholarships, college opportunities, and brighter futures.

Join Us: Be A Champion For Our Champions

We invite all community members, alumni, local businesses, and organizations to participate in the “Best Of The West” fundraising event and help us fuel the dreams of Shawnee and Central High School student athletes. Together, we can build something enduring—one brick at a time.

For more information, sponsorship opportunities, or to make a donation, please contact:

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Let's unite in purpose and champion the next generation—brick by brick.

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