



## WAKA'S 10<sup>th</sup> ANNIVERSARY KICKS INTO GEAR!

The 2008 season continues the 10<sup>th</sup> anniversary celebration for the World Adult Kickball Association® (WAKA)—one the fastest growing community sports in America.

“WAKA® is the largest social-athletic adult kickball organization in the world and is still growing strong,” says David Lowry, co-founder and executive director of WAKA.

WAKA has more than 49,000 player registrations in 28 states and kickball's popularity has reached an all-time high. WAKA now spans the nation coast-to-coast with divisions and teams in most major cities (and many smaller ones)—with 72 divisions and over 490 teams joining the Summer Season in 2008. With all the new Divisions and teams, this will be WAKA's biggest year to date. WAKA Kickball®, a co-ed “social sport,” is proud to be the New American Pastime™.

Founded in Washington, D.C. in 1998, WAKA combines the glorious playground game of kickball, hanging out with old friends, and socializing with new ones. WAKA continues to uphold its original mission statement to “provide and promote the joy of kickball to those young at heart” and gives people the opportunity to participate in an “ever-growing, ever-popular activity for anyone over 21 looking for something to do.”

The WAKA experience is more than just social recreation. Over 50 teams have earned the right to compete in the Founders Cup World Kickball Championship® tournament—to be held Labor Day weekend in Las Vegas. “We are very excited to have Vegas as the host for this year's Founders Cup. They will certainly try to make it bigger and better than ever,” says Lowry.

WAKA has elevated the sport of kickball to more than just a game you played at recess. So whether the enthusiastic kickballer plays in the World Adult Kickball Association or a friendly neighboring team, WAKA has something to offer to everyone.

WAKA will be celebrating its 10-year milestone through 2008 and many exciting activities are yet to come. There's never been a better time than now to be a part of the WAKA Kickball Family.

For more information, log onto the WAKA web site at [kickball.com](http://kickball.com).

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**Note to Media:** To set up an interview, request a press kit or B-roll, please contact 866-350-1710 or [press@kickball.com](mailto:press@kickball.com). To join the World Adult Kickball Association, visit online registration at [kickball.com](http://kickball.com). Depending on the division, registration costs approximately \$65 per season and includes team and division membership, an official WAKA player T-shirt, gear for the game, inclusion into the World Kickball Championship® tournaments and other WAKA player perks.