



## WHAT'S THAT BIG RED THING? NEW KICKBALL PLAYERS ARE POPPING UP ALL OVER THE U.S. The World Adult Kickball Association is Booming

(Herndon, VA. July 18, 2008)—One day, we expect that you will drive by your community sports park and see big, red, bouncing balls making their way from the pitcher's mound to home plate. We imagine you will drop your cell phone, slam on your brakes and realize that the last time you saw a crimson rubber ball like that, you were in elementary school. You'll say to yourself, "Are those people really playing kickball?"

Yes, they are! Only now it's a different game. There's no P.E. teacher to blow the whistle when it's time for arts and crafts. This time around it is **adults** getting together once a week at a local field to have some fun and then it's off to their local watering hole after the game. It is adult teams competing for the title of World Kickball Champions. These grown-ups play for the celebrated **World Adult Kickball Association®** (WAKA) and so can you!

WAKA Kickball®, celebrating its 10<sup>th</sup> year as the New American Pastime™, has made continuous national headlines as one of the fastest growing social sports organizations in the U.S. Gracing the pages of *Newsweek*, *USA Today*, and the *New York Times*, the WAKA Kickball movement is in motion and new divisions are popping up every day in small towns like Spartanburg, SC, and even trendy metropolitan areas such as Dallas/Fort Worth, Miami/Fort Lauderdale, and Phoenix. Even the divisions who have been kickin' it for a while (D.C. has been going strong for eleven years!) are adding new kickball players each season. Why is the wacky world of WAKA® taking over our sports parks? Well, the WAKA players will boast that it is because of the cold beer, but they will also say that it's a great way to meet new friends, spark a little romance, and "fit in some exercise" during the week.

Do you know of a division in your area? Would you be interested in starting one? If so, gather your friends or co-workers, think up a cool team name like Playground All-Stars, and visit [kickball.com](http://kickball.com) for registration information. Each division has a uniquely designed home page on the WAKA site, testimonies from those who play, fun photo galleries, and FAQ about WAKA. If you can't find a division homepage on the WAKA web site, it might mean WAKA hasn't popped up in your neighborhood yet—but you can bet there is someone trying to start a team! WAKA kickball enthusiasts in Nashville, Detroit, Indianapolis, Memphis, and Houston are rallying up to put WAKA on their playing fields right now.

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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.