

## Celebrating Sports In Communities Across America

(NAPSA)—As part of its 50th anniversary, America's leading sports weekly is hitting the road to celebrate the best of sports.

*America's Sports Illustrated: 50 Years, 50 States, 50 Sports* is a year-long celebration that will touch people of all ages, in every state, between July 2003 and July 2004. For 50 consecutive weeks, fans can follow the program through the vast editorial coverage in the magazine, extended coverage on SI.com, by visiting the interactive mobile tour stopping at sporting events across the country, and a community sports outreach program.

To bring its readers closer to the sports action and history in each state, SI is delivering a series of 50 state-specific sections in the magazine. Each week, the publication will profile a different state and identify the unique events, historical figures and memorable moments that make up that state's sports culture.

Bringing the celebration to life for millions across the country will be the *Toyota Presents Sports Illustrated's 50th Anniversary Tour*, a football field-size interactive extravaganza. Crisscrossing the country, the Tour's schedule (available on SI.com/50) mirrors the magazine's coverage and features sporting events as diverse as the All-American Soap Box Derby in Ohio and the Cheyenne Frontier Days Rodeo in Wyoming.

There's something for everyone at the mobile experience, including:

- **Toyota Field:** Home of SI's Greatest Moments in Sports hosts a short film documenting the most memorable sports moments of the past 50 years.
- **The Starter All-American Teen Headquarters** offers several interactive activities and recognizes a young man or woman from each state who participates in athletics and inspires others off the field.
- **Best Buy's Best Seat in the House** allows sports fans to experience "sports" in the ultimate



**A nationwide tour is celebrating the 50th anniversary of a popular sports magazine.**

comfortable, yet advanced, digital and technological setting.

- An SI Cyberimaging station invites guests to get their picture on the cover of SI.

For most athletes and fans, sports begin at a young age on the neighborhood fields, courts, rinks, pools or tracks. Two organizations that lead the nation in providing these youth sports facilities are SI's 50th anniversary community sports partners, the YMCA and the National Recreation and Park Association. *Sports Illustrated* is working to enhance the quality of sports in America's communities through alliances with these two organizations.

Fans are able to purchase a six-month subscription to either *Sports Illustrated* or *Sports Illustrated For Kids* for \$10 while SI is celebrating each state. *Sports Illustrated* will return 100 percent of the subscription revenue to the subscriber's local Y. The offer is available on the Tour or via the Internet at SI.com/50 or YMCA.net.

Through local parks and recreation agencies, 50 Sports Illustrated Sportstowns—one from each state—are being selected, recognized in the magazine and presented with a cash grant.

For more information about *America's Sports Illustrated: 50 Years, 50 States, 50 Sports*, visit SI.com/50.