



NEWS RELEASE

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Area Entities Partner to Benefit Youth Athletes through Second Tread Project

LANSING, Mich.— The Greater Lansing Sports Authority (GLSA) and the Capital Area Soccer League (CASL) have partnered to form the **Second Tread Program**; an initiative aimed at donating gently used athletic shoes and cleats for redistribution to those in need in the Greater Lansing community.

The program kicks off at area Dick's Sporting Goods stores; August 15th at the store in Meridian Mall in Okemos and August 16th at the store in Eastwood Towne Center. Those that make the first 100 donations per location of gently used youth athletic footwear will receive a Dick's \$10 bonus certificate.

"So many kids grow out of cleats before they wear them out, it just makes sense to donate them to another youth athlete," said Mike Price, Executive Director of the GLSA. "We're thrilled to be doing this community service and working with a great local partner like CASL."

Scott Dane, Executive Director of CASL echoes Price's enthusiasm. "The demand for organized soccer in the community is growing exponentially, and with it, the need for equipment. A program like this will get underserved kids off the sidelines and onto the field where they belong."

Additional regional entities providing support to the Second Tread Project include Dick's Sporting Goods, Friedland Industries, ASAP Printing, Aire Serv of Mid-Michigan and the Lansing Parks and Recreation Department. If you have any questions about the Second Tread Program or the GLSA, call 517-377-1411 or visit www.lansingsports.org.

The Greater Lansing Sports Authority (GLSA) is a division of the Greater Lansing Convention and Visitors Bureau. The GLSA's mission is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region. The GLSA will strive to enhance the quality of life for area residents through the development of local sports and fitness programs for all ages, and to support the continued development and maintenance of safe, high-quality athletic facilities.

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