



PRESS RELEASE

VISIT SYRACUSE

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KUDDLES FOR KIDS

*USBC Helps Children in Need with Plush Toy Animals being donated to
Onondaga County Sheriff's Office and McMahon Ryan Child Advocacy Center*

Syracuse, NY (June 12, 2018) - Kids in need in Onondaga County will begin receiving gifts of comfort from the United States Bowling Congress (USBC) Kuddles for Kids Program. During the USBC Open Championships currently being held in Syracuse at the Oncenter Convention Center, participating bowlers have been invited to purchase and donate a plush toy dog for local children in need.

"It is a simple concept of giving back to the local community," said MainGate Director of Marketing Mark Higdon. "It is a way for 2018 Open bowlers to show support for First Responders, and to give a child in a traumatic situation an item that will give them comfort."

Customers in the USBC Bowling Store have the option of purchasing Kuddles to take home with them, or for an additional \$10 (plus tax) they can gift Kuddles to the local Syracuse First Responders. The customer is then walked outside of the store and given the opportunity to add their Kuddles to the doghouse, filling it over the past weeks to the level you see today. To date, nearly 150 Kuddles plush dogs have been purchased for donation.

PHOTO OPPORTUNITY

This first set of donated dogs will be presented during a photo opportunity at the Oncenter today:

- **Date:** Tuesday, June 12
- **Time:** 3:30 PM
- **Location:** Nicholas J. Pirro Convention Center at Oncenter (800 State St., Syracuse, NY 13202)
- **Participants:**
 - **Kathie Greenwood**, Vice President of Brand Development for MainGate, will be in Syracuse on Tuesday and will represent the USBC Bowling Store.
 - **Onondaga County Sheriff Eugene Conway** and the **McMahon Ryan Child Advocacy Center** will be presented with the gifts. Photos will take place at the USBC Bowling Store in the OnCenter, in front of the dog house where the donated plush have been collected since the beginning of the Open.
 - **Visit Syracuse President and CEO Danny Liedka** will be present and available for interviews.

"Not to sound cliché but this tournament is the gift that keeps on giving," said Visit Syracuse President & CEO Danny Liedka. "USBC has been an outstanding asset – they're bringing thousands of visitors to our destination and they are also supporting a worthy cause in our community."

The USBC Open Championships run through July 8, 2018. More than 40,000 bowlers from all 50 states and several foreign countries will visit Syracuse during this event.

For more information, contact Mark Higdon, Director of Marketing, MainGate, (317) 260-2537, mhigdon@maingateinc.com.

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ABOUT VISIT SYRACUSE

Visit Syracuse, Inc. is Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$865 million in direct visitor spending annually. The organization aims to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination; to increase revenues and stimulate economic development and growth for the community.

