

FOR IMMEDIATE RELEASE



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Frankfort High School Receives New Football Scoreboard

Frankfort, Oct 1, 2010- **Frankfort High School, Frankfort, KY** is the recipient of a brand-new scoreboard for Sower Field at their football stadium. The scoreboard is state-of-the-art and the school got this new scoreboard absolutely **FREE** without any work or financial obligation on behalf of the school. Sponsors will be honored at the football game Friday Oct 8, 2010.

The scoreboard project started as an agreement between the athletic director Craig Foley and the *Sports Image®* Kentucky franchise owner, Mac Yocum of Frankfort. *Sports Image®* has secured the advertising sponsorships that surround the scoreboard. In years to come, the school will receive revenue for their athletic programs as a result of the sponsorship renewals on the scoreboard.



“It is very rewarding to be able to provide all three high schools in Frankfort new football scoreboards,” said Mac Yocum, owner of *Sports Image®* of Kentucky. “The school gets quality products and eventually revenue for their athletic department when the sponsors renew their sponsorships. We and sponsors love supporting the schools and the athletic programs.”

Sports Image® also is working to secure sponsorship for Franklin County High School and Frankfort High School’s new basketball scoreboards. Sports Image® is also working with the Franklin County High School soccer boosters to generate revenue through a sideline signage project as well as working on behalf of Western Hills High School Boys Basketball securing sponsorships for the 2010 Capital City Classic Basketball Tournament.

For anyone interested in helping the schools by becoming a sponsor on the present scoreboards, upcoming scoreboards or any of the other projects, please contact Mac Yocum or Julia Harmon-Yocum with Sports Image® at 502-226-4830.

Sports Image® (www.sportsimageinc.com) was founded in 2003 in Franklin, OH with the purpose of helping high schools and other grassroots organizations to obtain state-of-the-art equipment and much needed revenue for their athletic programs. In addition, Sports Image® also founded and manages *Flyin’ to the Hoop* (www.flyintothehoop.com), a Top-Ranked National High School Basketball Event that pumps over \$1M into the local Dayton, OH community annually. For more information, contact Eric Horstman at 937-704-9670 or eric@sportsimageinc.com.