

FOR IMMEDIATE RELEASE – May 11, 2009



BE A PART OF “THE TRADITION”

*The Sports Museum’s 8th Annual ‘The Tradition’
Honors New England Sports Icons
June 24th at the TD Banknorth Garden*

BOSTON – Five sporting disciplines, seven honorees, and a combined 26 national and world championships. Only one event can bring together such an array of talent and athleticism. This is “**The Tradition**” and it is coming to the **TD Banknorth Garden** on **Wednesday, June 24th** from **5:30 – 9:30 PM**.

Presented by



In association with



The Sports Museum is proud to announce this year’s honorees:
Curt Schilling, Troy Brown, Nancy Kerrigan, Sam Jones, Jack Parker and Jerry York

Tickets are now on sale for The Sports Museum’s signature summer fundraiser, the 8th Annual “The Tradition”. Sponsored by New Balance in association with NESN, this unique event is held on the arena floor of the

TD Banknorth Garden and features an awards ceremony and gala reception to honor sports legends.

Tickets are priced at **\$150 for General Seating** and **\$250 for Preferred Seating**. For more information or to purchase tickets online, please visit www.sportsmuseum.org or www.tdbanknorthgarden.com or call 617-624-1237. For sponsorship opportunities, please call Rusty Sullivan, Executive Director of The Sports Museum at 617-624-1237.

All net proceeds from The Tradition benefit The Sports Museum, a 501(c)(3) non-profit educational organization. Founded in 1977, The Sports Museum’s mission is to use sports to teach the values of leadership, respect, and cooperation to our youth through a series of innovative educational programs, such as *Stand Strong: A Character Building Program For Young People* and *The Will McDonough Writing Contest*.

The Sports Museum also honors our leading athletes and citizens by preserving and showcasing the distinctly rich sports heritage of New England through an unparalleled collection of artifacts, multimedia, works of art, and interactive exhibits. Located on the 5th and 6th floors of the TD Banknorth Garden, The Sports Museum displays more than a half-mile of exhibits. For more information on The Sports Museum, please visit www.sportsmuseum.org.

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