



May 24, 2010

## **Bluegrass Sports Commission Announces FHTM as Title Sponsor of Bluegrass State Games**

Lexington, KY – The Bluegrass Sports Commission announced today that Fortune Hi-Tech Marketing, Inc. (FHTM) has agreed to be a title sponsor of the Bluegrass State Games, which will take place throughout July and August in various locations across Kentucky. FHTM’s title sponsorship is currently a one-year deal encompassing the 2010 and 2011 games with an option for a multi-year agreement.

The Bluegrass State Games, now in its 26<sup>th</sup> year, is a non-profit program that promotes amateur athletics across Kentucky. The program expects participation from all 120 Kentucky counties this summer and looks to inject more than \$6.5 million into the state’s economy.

“To be successful in business, our focus must always be on the other person,” FHTM President and Founder Paul Orberson said. “The Bluegrass State Games has a similar mission and focus and we are proud to support an event which has been a rich tradition in this state for more than 25 years.”



*FHTM C.E.O. Tom Mills and FHTM President and Founder Paul Orberson*

Alan Stein, who chairs both the Bluegrass Sports Commission and the Bluegrass State Games, announced the sponsorship this morning during a press conference at Applebee’s Park, home of the Lexington Legends, a Class A minor league baseball team affiliated with the Houston Astros.

“This is perhaps our most important announcement in many years,” Stein said.

He explained that nonprofits have been struggling in recent years as funds from membership and government are drying up. The Bluegrass Sports Commission has been working to address long term funding issues and create a sustainable business model. Stein said that a partnership with a member of the business community is the best way to ensure that the organization can continue for years to come.

“This partnership with FHTM will give us the opportunity to continue through the 2011 Games,” Stein said.

During the press conference, Orberson expressed enthusiasm over the opportunity to work with this organization.

“This represents something my children and grandchildren have participated in,” Orberson said. “We’re excited to be part of this.”

“FHTM knows how much this means to the state,” Bluegrass State Games Executive Director George Stafford said. “The event will have continued sustainability thanks to FHTM’s commitment and support. We can’t thank them enough for stepping up to the plate in these tough economic times.”

According to the program’s website [www.bsgg.org](http://www.bsgg.org), Governor Martha Layne Collins created the Bluegrass State Games in 1985 by as a way of providing “Kentuckians of all ages and skill levels a wholesome avenue for positive and healthy development through sports and physical activity” as well allowing amateur athletes a chance to showcase their abilities on a statewide level. Bluegrass State Games is a member of the National Congress of State Games, which is a member of the United States Olympic Committee.

The 2009 Bluegrass State Games hosted over 16,500 participants, and the program expects 17,000 people to take part in their 32 sports this year. Among the sporting events this year’s games offer are track and field, swimming, basketball, archery and a 5k run/walk.

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