

## **FOR IMMEDIATE RELEASE**

January 4, 2011

Contact: Tammy Tritz

Waukesha & Pewaukee CVB

262-542-0330

[tammy@visitwaukesha.org](mailto:tammy@visitwaukesha.org)

[www.visitwaukesha.org](http://www.visitwaukesha.org)

### **LOCAL STUDENT-ATHLETES RECOGNIZED WITH OUTSTANDING ATHLETE AWARD**

**Waukesha, WI** – Two area high school athletes have been selected as the inaugural recipients of the Outstanding Athlete Award presented by the Waukesha & Pewaukee Sports Committee and sponsored by Geiger Awards and Apparel. Kelly Johnson (tennis), a senior from Waukesha South High School, and Derek Watt (football), a senior from Pewaukee High School, were chosen from an impressive list of nominees for the Fall Sports Award. Each have been presented their awards by Sports Committee officials at their respective High Schools.

“We’re pleased with the response from the local high schools in this initial year for the Outstanding Athlete Award. The Sports Committee faced a difficult decision due to the nomination of several very qualified student-athletes,” said Mary Palmer, Sports Committee chairperson. Varsity athletes at all Waukesha and Pewaukee public and private high schools are eligible for consideration. For the fall sports season, nominations were received from Pewaukee High School, Trinity Academy, Catholic Memorial High School, Waukesha North High School, and Waukesha South High School.

While the Sports Committee is aware of a number of high school awards presented each year, the Outstanding Athlete Award is intended to provide an opportunity for all athletes to be rewarded for their efforts. “Kelly and Derek are great examples of the type of student-athletes we want to acknowledge with the Outstanding Athlete Award. They are not only dedicated to sports, but also contribute to their communities in many ways,” said Tammy Tritz, Executive Director of the Waukesha & Pewaukee Convention and Visitors Bureau. Recipients of the Outstanding Athlete Award receive a plaque provided by Geiger Awards and Apparel and are featured in a media releases submitted to local and state publications. In addition, the high school of each winning athlete receives a plaque to signify the accomplishments of their athletes.

Nominations for the winter sports season, for both male and female athlete, will be accepted through April 1. More information on the award can be found at [www.visitwaukesha.org](http://www.visitwaukesha.org).

In 2008, the Sports Committee was formed by the Waukesha & Pewaukee Convention and Visitors Bureau in an effort to promote sporting events, tournaments, and tourism. Committee members represent a variety of local entities and sports facilities, Waukesha & Pewaukee hotels and other sports related businesses.

The Convention and Visitors Bureau is dedicated to the promotion of Waukesha & Pewaukee, WI, as a business and leisure destination. The allure of the area has been publicized by being chosen to host ABC’s **Good Morning America**, named 50<sup>th</sup> “100 Best Places to Live” – **Money Magazine**, and named “Best Affordable Suburb” in the US – **Business Week**. Additional community information can be found at [www.visitwaukesha.org](http://www.visitwaukesha.org).

About Geiger Awards and Apparel

Headquartered in Waukesha, WI, Geiger, Inc. has become known for successfully increasing the visibility and recognition of firms throughout the Midwest. For over 35 years their experienced professionals have provided awards, trophies, personalized gifts, decorated apparel, and distinctive accessories to meet the needs of businesses, schools, clubs, and individuals. Visit [www.geigerawards.com](http://www.geigerawards.com)