



For Immediate Release
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Headline:

Lifetime Sports Academy: Where Everybody Wins
shows the positive impact sports have on individuals,
communities

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An hour-long documentary program, *The Lifetime Sports Academy: Where Everybody Wins*, offers viewers the unique story of a visionary Fort Wayne institution that teaches and encourages participation in sports by area youth — not so they can learn a game or earn a trophy – but so they can grow and develop a healthy future for themselves and their hometown.

Produced by WFWA PBS39 of Fort Wayne, and distributed nationally by American Public Television (APT), this one-hour program tells the story of Fort Wayne's Lifetime Sports Academy from its beginning through the present day. Interweaving first person interviews of the people behind this local program with footage gathered during the summer of 2004, viewers will get an unprecedented look inside the mission of The Lifetime Sports Academy, as well as a firsthand glance through the eyes of The Lifetime Sports Academy participants themselves-- children and coaches alike--and how this program has made a lasting impact on the lives of the children and their families.

Produced and directed by WFWA's Mary Scarbrough, this documentary offers viewers a look at program that goes beyond simply teaching how to play a sport to a child. It shows, through the eyes and experiences of everyone involved with the Lifetime Sports Academy, how sports such as golf, tennis and swimming combined with a healthy lifestyle that are learned during a person's childhood can make a positive impact on people and the communities they live in for years to come.

Interviews with both participants and coaches as well as the founders of this program in Fort Wayne show how everyone truly wins through this program: from the kids who take part and experience the joy of sport for it's own sake; to the coaches who watch their charges learn and make amazing progress through the summer session to the parents and guardians of

these kids who see changes and benefits to their children and their families that go beyond the realms of win, a loss, a medal or a ribbon.

Production of *The Lifetime Sports Academy: Where Everybody Wins* was made possible through grants from The Lifetime Sports Academy, Inc. and The Journal Gazette Foundation of Fort Wayne, Indiana, and Glenbrook Dodge of Fort Wayne, Indiana..

The Lifetime Sports Academy: Where Everybody Wins is being distributed for nationwide airing beginning January 1, 2006 by American Public Television (APT). APT is also the national distributor for WFWA PBS39 documentary, E.L. Cord: His Transportation Empire.

Contact information:



About American Public Television:

For 44 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 10,000 hours of programming including *JFK: Breaking the News*, *Simply Ming*, *Globe Trekker*, *Rick Steves' Europe*, *Julia and Jacques Cooking at Home*, *Battlefield Britain*, *Jungle*, *America's Test Kitchen*, *Lidia's Family Table* and classic movies. APT is known for identifying innovative programs and developing creative distribution techniques for producers. In four decades, it has established a tradition of providing public television stations nationwide with program choices that enable them to strengthen and customize their schedules. Press should contact Donna Hardwick at 617-338-4455 ext. 129 or via email to Donna_Hardwick@APTonline.org. For more information about APT's programs and services visit APTonline.org.

For more information about *The Lifetime Sports Academy: Where Everybody Wins*, contact WFWA PBS39 Senior Producer Mary Scarbrough at (260) 969-2726 or via email at maryscarbrough@wfw.org.

For more information about this program and other programs produced by WFWA PBS39, Fort Wayne, contact Creative Services Manager Mark Ryan at (260) 484-5663 or via email at markryan@wfw.org.

PBS39 WFWA-DT

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