

# Madison Area Sports Commission: Receives \$35k from IRONMAN Foundation

Posted on Monday, Sep 18, 2017

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MADISON, WIS. – Fresh off hosting a hugely successful IRONMAN event this past weekend, the Madison Area Sports Commission (MASC) is excited to announce that the IRONMAN Foundation has granted the organization \$35,000 to be used to provide sports opportunities for Dane County youth.

The funds will be distributed to local organizations as part of the MASC Youth Grant Program. MASC Youth Grant Program's goal is to help youth who may have financial limitations build a lifelong enjoyment of sports and experience the health benefits of an active lifestyle.

“Madison and Dane County are known to have some of the healthiest, most active residents in the country. However, not everyone has equal access to these activities,” said MASC Board Chair Chris Armstrong. “Thanks to the Ironman Foundation and other donors, we are able to help bolster many great organizations who are providing healthy and fun options for local youth.”

In its most recent round of grants, MASC gave nearly \$16,000 to several local organizations:

- Central Midwest Ballet Academy – \$836.25
- Goodman Community Center – \$5,000

- ☐ Madison Nordic Ski Club - \$2,800
- ☐ Madison Starlings - \$972.50
- ☐ Middleton Basketball Club - \$1000
- ☐ Prairie Kids Club Cheer & Gymnastics - \$2,000
- ☐ Three Gaits, Inc. - \$1,950
- ☐ West Madison Polar Caps - \$1000

“Our most recent recipients reflect the diverse activities and communities that make the area such a great place for kids to grow up,” said Jamie Patrick, MASC Vice President. “These Youth Grants will help deserving kids enjoy dancing, skiing, volleyball, basketball, hockey and more.”

For more information and updates on the next grant opportunity, please visit [www.madisonsports.org/youthgrant](http://www.madisonsports.org/youthgrant).

The Madison Area Sports Commission (MASC) is the greater Madison area’s official sports marketing organization. Launched by the Greater Madison Convention & Visitors Bureau in 2010, MASC is charged with elevating the recognition and awareness of the impact of sports tourism on the regional economy while serving the unique needs of the sports tourism business. In 2016, MASC events had a direct spending impact of nearly \$23 million in the Greater Madison region.