



FOR IMMEDIATE RELEASE
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BACKHAUL DIRECT HOOSIER CLASSIC EXPECTS RECORD 130 VARSITY TEAMS FOR 2012 EVENT
Tournament Sponsors Continue to Fund Scholarship Money for Student-Athletes

INDIANAPOLIS – Backhaul Direct announced today that the 43rd Annual Backhaul Direct Hoosier Classic, presented by Columbia 300, is expecting a 130 team “sellout” based on a full field of 78 men’s teams and 52 women’s teams. All teams entered, in both divisions, represent the “varsity team” for each program.

The tournament, held from February 18-19, 2012 at Western Bowl in Indianapolis, is the most sought-after regular season title of the collegiate season. Teams will bowl nine games on two different patterns applied utilizing Kegel’s Kustoidan Ion lane machines. The top 12 teams in the men’s division and top eight teams in the women’s division will advance to the bracket finals on a third pattern to determine the champions.

For the third consecutive year, Columbia 300 will sponsor the Columbia 300 Friday Night Eliminator on February 17, 2012 at 6:30 pm open to all USBC Collegiate and USBC Youth bowlers. The \$30 entry fee guarantees a shot at a \$600 first place prize for any bowler and is contested on the demanding U.S. Open lane condition. The top high school bowler, regardless of place of finish, will receive a scholarship award of \$200. During the Eliminator, Columbia 300 will be presenting its popular Demo Days program on 16 adjacent lanes to the tournament.

“We are extremely excited to extend our partnership with Backhaul Direct for the Hoosier Classic,” stated Columbia 300 Brand Manager Buggy Kelly. “This tournament continues to build the reputation as “the” collegiate event to be involved with each year. Columbia 300 is very happy to be on board with such a great event.”

With new USBC rule changes prohibiting the use of tournament entry fee money towards the scholarship fund, Hoosier Classic organizers are pleased to welcome on board all of the 2012 sponsors who are contributing to the scholarship fund. For more information, please contact Nick Hoagland at nhoag@backhauldirect.com.

2012 Backhaul Direct Hoosier Classic Tournament Sponsors

- **Backhaul Direct** – Official Title Sponsor
- **Columbia 300** – Official Ball Manufacturer, Presenting Sponsor, and Friday Night Eliminator Title Sponsor
- **Kegel** – Official Lane Maintenance Provider
- **High 5 Gear** – Official Merchandise Provider
- **KSM Consulting / Katz, Sapper, Miller** – Official CPA / Consulting Firm
- **Crowne Plaza Hotel / Indianapolis Airport** – Official Host Hotel

2012 Backhaul Direct Hoosier Classic Tournament Partners

- HP Hood
- All-Star Bowl
- Royal Pin Leisure Centers
- Braden Business Systems

