

FOR IMMEDIATE RELEASE**Kyler Royston, VP of Marketing**

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March 14, 2024, Reedsburg, WI – Justagame has announced its new sports facility in Reedsburg is nearing completion with plans to open mid-summer 2024. This new fieldhouse will include 52,000 total square feet of space with five basketball courts, nine volleyball courts, 16 pickleball courts, a walking track, and other flexible-use space.

The City of Reedsburg provided the land and is the building owner, with Justagame functioning as the facility operator. The \$6.5 million project is primarily funded by a \$3.5 million anonymous donation. Other funding includes a HUD Appropriations Congressional Grant, championed by Senator Tammy Baldwin and Representative Mark Pocan.

The facility was designed as a multipurpose space and will accommodate local community programming. As well, clubs and organizations can rent the facility for tournaments and events of all kinds. Justagame will also host a variety of events at the fieldhouse, many of which will be open to the public. Daily-use memberships will be available for members of the local community.

“The entire Justagame team is thrilled to introduce our second Fieldhouse to sports enthusiasts and event organizers both near and far. This Reedsburg venue provides an opportunity for the expansion of our tournament and event offerings, and we are excited to welcome athletes from across the region to this new location,” shared Kyler Royston, Justagame President. “Our new space has a wide range of amenities and will be made available to community members through memberships, and we will also introduce both youth and adult programming for those local to the facility. The Reedsburg facility will attract many visitors to our areas, and make a significant and positive economic impact on the community.”

“The Reedsburg community, with a large youth base and the popularity of youth sports programs, responded to the need for additional court space by providing the land, and then developing and executing a plan to fundraise for the construction of the facility,” stated Tim Becker, the City Administrator for the City of Reedsburg. “We also understood how important the management of this facility would be, and searched for a professional management company that could provide the best experience. We didn’t need to look far as Justagame, located in a neighboring community, had an excellent reputation as a leader in sports facility management. We are thrilled to partner with Justagame to provide a world-class sports experience in Reedsburg.”

Grand Opening events are forthcoming and will be announced as the opening date of the facility is finalized, and will include tours and the introduction of the facility to the community and sports enthusiasts.

ABOUT JUSTAGAME

Founded in 1989, Justagame delivers end-to-end apparel, equipment, and event solutions that provide the most meaningful and memorable experiences for all. Justagame boasts two state-of-the-art fieldhouses, in the Wisconsin Dells and Reedsburg, WI (opening summer 2024); branded items including uniforms, apparel, and other items; and digital services that include a cashless digital platform and event live streaming. More information at justagamefieldhouse.com; (608) 254-4919.