

# Lake Jump 2017

## April 8<sup>th</sup>



“Tell me, I’ll forget. Show me, I may remember. But involve me and I’ll understand.”

The Mason County Sports Hall of Fame (MCSHOF) is excited to be selected as the benefactor of the 2017 Annual Lake Jump fund raising event. This year's Lake Jump is scheduled for **April 8, 2017** with the alternate date as April 22, 2017! And what an exciting event it has turned out to be over the past seventeen (17) years, and 2017 promises to be every bit as "CHILLY, ENVIGORATING, and FULL of FUN, goose pimples and shivering bodies"!

The MCSHOF was founded in 2004 as a method to HONOR, ENSHRINE, RECOGNIZE and EDUCATE the area community regarding the outstanding athletic achievements of our local sports heroes and contributors to sports in Mason County. In 2014 the MCSHOF proposed a new **Sports Center** in downtown Ludington. This new Sports Center concept is the result of a significant evolution that started with the goal of creating a new home for the Mason County Sports Hall of Fame. Early in the planning process an anonymous donor made it possible for the MCSHOF to purchase the former bank building on Ludington Avenue in the heart of the city. During subsequent planning discussions it became evident that the wonderful building and great location gives us an opportunity to significantly expand our vision and create a meaningful addition to our local cultural community.

The proposed Sports Center is based on the premise that strong, positive values are the foundation for building a rich and rewarding life, and that we must be committed to passing these values on to future generations. The visitor experience planned for the Sports Center will have an entertaining format, utilizing the real life stories of high profile athletes to example timeless life lessons and strong personal values. The lessons learned from sports are truly experiential that make lasting positive impressions and influences our behavior and decisions in life.

Your support of the 2017 Annual Lake Jump fundraising effort will assist the Mason County Sports Hall of Fame create the Sports Center environment that will educate, inform, engage and entertain visitors to the proposed Sports Center. We invite you and seek your assistance by becoming a **Lake Jump participant, pledge donor, challenge creator or T-Shirt sponsor** to help bring this vision to life in Mason County. To join our Lake Jump team, log into: [lakejump.org](http://lakejump.org); Facebook: The Ludington Lake Jump; or call Vic Burwell, President, MCSHF 231-690-5053.

