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UNH Students and Faculty Host Anthem Blue Cross Blue Shield N.H. Sports Expo April 29

Vendors Sought to Display Their Products and Services

By [Sharon Keeler](#)
UNH News Bureau

DURHAM, N.H. -- The University of New Hampshire will host the Anthem Blue Cross Blue Shield New Hampshire Sports Expo Saturday, April 29.

The expo, which is being entirely planned and produced by students and faculty in UNH's sports studies program, takes place from 10 a.m. to 6 p.m. in the Whittemore Center. The Whit is open to the public, and ticket prices are \$5 for adults, \$3 for seniors and students. UNH students will be admitted free.

"The expo will feature displays, demonstrations and interactive activities that focus on all areas of sports, health, fitness and recreation," says Tim Ashwell, assistant professor of sports studies in UNH's Department of Kinesiology. "The event will be a showcase for the university, as well as commercial and non-profit groups."

Sports and fitness demonstrations will highlight the day's activities, Ashwell adds. "We'll have something for everyone who's interested in sports, fitness and recreation, whether they're participants or spectators."

Ashwell says recent studies conservatively estimate that U.S. sports, recreation and fitness industries generate \$400 billion a year.

"Americans' fascination with these industries makes the expo a perfect opportunity for companies and services to share their products and services with the public," he says. "In addition, the expo provides students in our sports studies program with a valuable opportunity to gain practical professional experience. They're involved

in every aspect, from arranging vendors and activities, to group sales, event management and promotion and advertising."

Anthem Blue Cross Blue Shield is the title sponsor of the event, while Foster's Daily Democrat and Laconia Citizen is the media sponsor.

Vendors interested in participating in the expo should visit the event website at www.unh.edu/sport-studies/expo.html, or call Tim Ashwell at 603-862-4408.

February 14, 2000

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