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FOR IMMEDIATE RELEASE

BRASF Announces New Indoor Sports Coordinator Position

An increase in infrastructure is needed to better serve the Baton Rouge community

BATON ROUGE (April 16, 2007) – On April 9, 2007, The Baton Rouge Area Sports Foundation (BRASF) hired Eric Engemann to fill the new position of Coordinator of Indoor Sports and Sport Meetings.

“Eric’s primary focus will be on developing indoor sporting events,” said Director of Events Management Heath Aucoin. “We have not been able completely capitalize on indoor sport opportunities because we have been short on staff.” A smaller portion of Engemann’s job consists of working with smaller sports meetings with the goal of bringing in groups that would be decision makers in the selection of athletic event sites.

Eric, a native of New Roads, Louisiana, graduated from Louisiana State University where he earned a Bachelor’s of Arts degree in History and a minor in Business Administration. He also earned a Master’s of Education in Sports Administration from Xavier University in Cincinnati, Ohio.

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His previous work experience includes full-time internships with the athletic departments of Louisiana State University, University of Kentucky, and the University of Wisconsin. He has also spent time in part-time roles with the Cincinnati Reds, New Orleans Saints and Cincinnati Mighty Ducks of the American Hockey League.

Formed in 1994, Baton Rouge Area Sports Foundation is a 501(c) 6 not-for-profit organization that seeks to create a positive economic impact in the local community by assisting in securing and staging statewide, regional, national and international sporting competitions and special events in the Greater Baton Rouge area. It strives to continually develop the sports industry and solicit members from the community to assist in the pursuit of its mission to make Baton Rouge the amateur sports capitol of the South.

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