



Polar Communications Press Release

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FOR IMMEDIATE RELEASE

Polar To Televis 35th Annual Shrine Bowl

Park River, ND – July 2, 2008 - The 2008 North Dakota Shrine bowl will have LIVE statewide coverage on Saturday, July 12, 2008. Polar Communications has partnered with BEK Communications, Steele, N.D., who has entered an agreement with the N. D. Shrine Bowl and will be televising both the 9 man and 11 man games. BEK has partnered with nine additional cooperatives/companies, Idea One Telecom and Dakota Carrier Network to deliver these games to approximately 24,000 homes! BEK Sports, BEK Communications' broadcast company, will be producing the event for TV.

Partnering cooperatives/companies that will be televising the event include:

Dakota Central Telecommunications Cooperative, Carrington, N.D.

Dickey Rural Networks, Ellendale, N.D.

Northwest Communications Cooperative, Ray, N.D.

Polar Communications, Park River, N.D.

Consolidated Telecom, Dickinson, N.D.

North Dakota Telephone Company, Devils Lake, N.D.

SRT Communications, Minot, N.D.

United Telephone Mutual Aid Corporation, Langdon, N.D.

Halstad Telephone Company, Halstad, MN

The North Dakota Shrine Bowl was started in 1973 as a way to honor high school athletes, raise money for the Shrine's Hospitals and to make people aware of the Shriners Hospital for children.

Shriners Hospitals for Children is a network of pediatric specialty hospitals, founded by the Shrine, where children under the age of 18 receive medical care absolutely free of charge.

Last year the North Dakota Shrine Bowl raised over \$25,000 for the Shrine Hospital and transportation fund to send children to the Shrine Hospital from North Dakota and Northwest Minnesota.

Nominated by their coaches and voted on by the North Dakota and Minnesota High School Coaches Association, graduating high school seniors from North Dakota and Minnesota area's within the El Zagal/Kem Temple footprint will play in the N.D. Shrine Bowl at the FargoDome in Fargo, N.D. on Saturday, July 12, 2008. For many of these players, it may be their last time playing football. Over 140 high school seniors and coaches will participate in this year's Shrine Bowl.

Two games are scheduled with an East vs. West format. The 11-man game will start at 4:00 p.m. and the 9-man game at 7:00 p.m. Players will report for practice on July 6th with the West teams at NDSU in Fargo, N.D. and the East teams at UND in Grand Forks, N.D. For a list of players, go to www.ndshrinebowl.com/roster.

This year marks the 35th Annual Shrine Bowl and many extra events are scheduled to make 2008 a year to remember. El Zagal Chairman, Matt Sturlaugson is excited for the broadcast of this year's event. These games

have not been televised since the 80's. A lot is happening leading up to the big games Saturday, July 12th. The children's midway area is open to the public beginning at 2:00 p.m. near the hospitality tent in the Faro Dome's parking lot. Games, crafts and other activities have been scheduled for the children as well as events planned for the players. In addition to the players' camp beginning July 6th, team players will visit the Shrine Hospital in the Twin Cities and partake in a banquet. "I'm anxious to get the players on the field," says Matt. "Some people think this is just a football game; but it's really an All Star Game."

Polar Communications and the other partners are also anxious to bring LIVE football coverage of one of the most prestigious games in the state. The Shriners have a lot of fun things planned for those attending the games. For those who cannot attend, statewide coverage to over 24,000 homes with a possible 72,000 viewers by a team of communications companies is an event worth watching. Don't miss the excitement; its all star football LIVE!

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