



## FOR IMMEDIATE RELEASE

Jan. 21, 2020

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## **Jeffersontown offers discount to encourage youth participation in recreation leagues**

JEFFERSONTOWN, KY: The City of Jeffersontown is emphasizing the importance of good health and recreation by offering a “20 in 2020” discount to residents who participate in Jeffersontown recreation youth baseball and softball leagues.

The program provides a 20 percent discount to Jeffersontown residents based on recreation team registration fees paid to Jeffersontown Youth Baseball and Softball in 2020.

“As city leaders, we believe it’s important to encourage children to establish healthy lifestyle habits and enjoy recreational activities,” said Jeffersontown Mayor Bill Dieruf. “We think it’s simply good to give back to the community with a program of this kind.”

“The recreation leagues that operate in Jeffersontown give young people great opportunities to get exercise, make friends and learn important life skills gained through participation in team sports,” Mayor Dieruf added. The mayor said that the city’s investment in the program will be minimal in comparison to the benefits youths will gain from their participation.

Jeffersontown officials want to make it more enticing for families to get their children involved in recreational sports — and spend more time outside and being active, said Debbie Hendrick, Jeffersontown Parks and Recreation Director. “We thought the 20 in 2020 offer was a nice benefit for our residents,” she said. “We’ve seen the positive impact of young people being involved in team sports.”

The City of Jeffersontown owns facilities where youth recreation leagues play, according to Hendrick. Some leagues, including Jeffersontown Youth Baseball and Softball, are nonprofit entities that are managed by their own leadership groups, typically parents of participating youths.

The cost per child to participate in Jeffersontown Youth Baseball and Softball Leagues varies by age and according to which program within the leagues. The cost starts at \$95 and rises to \$180 for the first child; for additional children in a family, the fee is reduced by \$50, according to Larry Head, president of Jeffersontown Youth Baseball and Softball. “We appreciate the City of Jeffersontown’s willingness to encourage participation in our recreational sports,” Head said. “Of course, families who live outside Jeffersontown are welcome to sign up their children for our leagues even though the discount won’t apply. We want as many youths as possible to come out and be part of our program.”

To obtain the 20 In 2020 discount, Jeffersontown residents are required to mail or drop off a copy of their paid registration receipt that includes home address at Jeffersontown City Hall, 10416 Watterson Trail, 40299. The City of Jeffersontown then will mail checks equivalent to 20 percent of the recreation registration fee to eligible registrants.

Registration for the spring leagues began in December and will close in late February. Registrants have until 30 days after registration closes to drop off their documentation at City Hall in order to obtain their registration rebate.

The City of Jeffersontown will offer the 20 in 2020 registration fee discount for other Jeffersontown sports and recreation programs, including swimming, football, cheerleading and basketball through this year.

“We hope many families take advantage of our 20 in 2020 offer,” Mayor Dieruf said. “It would be great if we could get kids involved in team sports where they can make friends and get good exercise. This generation of young people are our future. We want them to be happy and healthy.”

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Credit for attached photo: Courtesy of City of Jeffersontown

Caption for attached photo: