



Press Release
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Caledonia Community Schools partners with local businesses so sports fans can enjoy games safely

GRAND RAPIDS, Mich. – Caledonia Community Schools (CCS) has partnered with two local businesses to help families and fans of CCS sports continue to enjoy watching games safely.

McDonald's restaurant at 9383 Cherry Valley Ave. and the Uccello's at 8256 Broadmoor Ave. SE. are partnering with CCS to sponsor an enhanced online ticketing system and innovative livestream of CCS games to maintain safety protocols amid the COVID-19 pandemic.

"High school athletics is a huge part of our community here in Caledonia, and we wanted to find innovative ways for CCS families, students and community members to watch while keeping everyone safe," said **Dedrick Martin**, CCS superintendent. "These two partnerships provide great opportunities to support our student athletes."

As part of a two-year contract, the Caledonia McDonald's will help sponsor an online digital ticketing system for CCS sports, allowing fans to obtain tickets safely. The partnership allows McDonald's to advertise its job opportunities and benefits to high schoolers, such as providing \$2,500 per year for college tuition for all employees.

"It's a win-win for everyone," said **Keith Berg**, owner of the McDonald's. "As a family business we are very proud to be an employer that can balance family, school and work commitments. We have employees work a few hours a day while kids are at school to go along with being a great first job for high school students. It's been a great two years owning the Caledonia McDonald's and we're very glad to be a part of this community."

Uccello's will sponsor the live streaming of football games and livestream all games as part of a separate two-year contract. All games will be streamed live in the restaurant and will be announced by Dan Hasty, the announcer for the West Michigan Whitecaps.

"This partnership allows us to support the CCS community by letting everyone enjoy games in real time while staying safe," said **Jeff Kellogg**, Caledonia Uccello's general manager. "The COVID-19 pandemic has been hard on us all, but we are happy to provide a game experience and great hospitality to CCS sports fans in any way we can."

Viewers can tune into a game live by going to michigansportsradio.com and following these steps:

1. On the main page, click on the microphone that says, "Listen Live."
2. Click on the microphone to be taken to the broadcast schedule, then click on the game.

CCS is always open to partnering with local businesses on ways to create safe experiences for students, families and the community during the COVID-19 pandemic.

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