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For Immediate Release

Malibu Open Water Ski Event Returns to Veteran's Park Lagoon

New to 2012 Malibu Open is the junior event

Milwaukee, WI (July 25, 2012) – The Malibu Open is returning to Milwaukee County Parks lakefront at Veteran's Park Lagoon for the third consecutive year on August 3rd and 4th with the addition of the first ever Junior Malibu Open. The world's top professional water ski athletes will compete in traditional slalom and long-distance jumping for more than \$70,000 in prize money. Free-style jumping, barefoot skiing, show ski and trick flip demonstrations round out the exciting two day event, which is open and free to the public.

The Milwaukee County Parks is estimating 20,000 to 25,000 spectators will come to observe the extreme water sports competition and interact with the athletes during the Friday and Saturday event.

"The Malibu Open is another example of our park system continuing to bring quality events to the lakefront for the benefit of Milwaukee County residents," County Executive Chris Abele said. "For the third year in a row, the Malibu Open is attracting athletes and spectators from across the globe, helping shine the light on our beautiful lakefront and award-winning parks."

"Athletes from 33 countries around the world will be in Milwaukee competing and we are happy to have the junior skiers and future of our sport join us this year" event organizer, Dana Reed said. "Fans will have an opportunity to interact, take photos, ask questions and get autographs with the skiers."

The Malibu Open is a free event for family, friends and all to enjoy. The event is produced by Pro Slalom Events and sponsored by Malibu Boats. Concessions and parking will be organized by the Milwaukee County Parks Department.

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