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For Immediate Release

## “The Rock” Sports Complex Ground-Breaking Celebration

Milwaukee, WI (November 6, 2012) To celebrate the progress of construction on a new multi-sports complex, County Executive Chris Abele announced a ground-breaking ceremony to be held Thursday, Nov. 8 at 11 a.m. at The Rock Sports Complex, 7900 Crystal Ridge Drive in Franklin

The Rock Sports Complex is a joint initiative between Zimmerman Ventures, Milwaukee County and The City of Franklin to promote youth and community development through a common passion for sports and recreation at both the practice and tournament level. When complete, the complex will include 12 ball fields, and facilities for BMX biking, football, lacrosse, mountain biking, skiing, snowboarding, soccer, and volleyball.

“We are excited to have a state-of-the-art sports facility that caters to the needs of the community and brings potential revenue to the city of Franklin and Milwaukee County,” said County Executive Chris Abele. “The fact that this facility will offer baseball, softball, youth baseball, and possible football leagues, lacrosse, mountain biking, downhill skiing and BMX racing means that its use will fulfill the needs of many local, state, and Midwestern residents as they travel to The Rock to participate in tournaments”.

The goal of the Rock Sports Complex is to provide a state-of-the-art sports complex that is affordable and accessible to the community. Plans for the \$4 million first phase of The Rock include six ball fields, improvements to the ski hill, and a BMX bike track.

The first phase includes a four-diamond, clover-leaf baseball complex, with each field based on the design of a famous major league baseball field. A centrally located concessions area will serve the four fields. Two smaller fields will be used for Little League and softball. Restrooms will be located throughout the Rock Sports Complex to serve the facilities. Modern irrigation, drainage and lighting systems will keep the fields in top playing condition throughout the season

Future developments will be based on the recreational demand of the community.

For more information, visit [rockcomplex.com](http://rockcomplex.com)

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