

There was lots to celebrate on Nov. 26 at East Washington Middle School as the 2012 prince and princess were crowned along with the unveiling of two new scoreboards.

Blake Feller was crowned prince and Destiny Hill was selected by fellow eighth-grade students as the princess.

The other stars of the night were the new scoreboards, which were made possible by local businesses and the hard work of a company out of Dayton, Ohio called Side Effects.

Chris Burke, who is the project manager with Side Effects, is responsible for securing the local support was on hand to celebrate the accomplishment.

He said in 16 years, East Washington Middle School is only the second junior high to have been able to pull off the project.

Burke said his company works mainly with high schools and colleges.

"It's awesome to be able to accomplish this at a middle school," he said prior to the Nov. 26 ceremony.

The sponsors who worked with Burke and Side Effects were Jacks Tire Pros Auto Care Center, DanMar pharmacy, MJ Auto, Bush-Keller sporting goods store, Eddie Gilstrap Motors, Cornerstone Hall, Scotty's Sanitation and the Eastern Musketeer Athletic Booster Club.

Burke said he and his company work to generate revenue for school athletic departments at no cost to the school or local taxpayers.

A description of what the company does can be found on at [www.sideeffectsinc.com](http://www.sideeffectsinc.com). It says, "Side Effects offers a turn-key service....WE DO ALL THE WORK! Our Project Coordinators are experienced to work with you to help determine your needs. From there a plan is put into place that will achieve these goals. We have several manufacturers that we work with regularly to provide the highest quality equipment for your facilities. Once your project is formally launched, our team will contract with sponsors, collect their money, and design their artwork. Once the revenue is contracted, the equipment will be ordered and installation will be arranged.

The new scoreboards were put to good use as both the seventh- and eighth-grade Lady Musketeers won handily.

East Washington Middle School principal Linda Luedeman said it's always nice when you can add new things without spending money.

"No tax dollar or no coporation dollars were spent on those scoreboards," she said. "Mr. (Tom) Cullen (the school's assistant principal and athletic director) has worked hard on this project for many months."

Luedeman said the old scoreboards in the middle school gym were donated to the elementary school.

"They got new scoreboards, too," she said.

Burke said because the sponsorships renew, East Washington will have a continuing revenue stream, which will roughly be \$10,000 over the next 10 years.

## **New scoreboards unveiled in EWMS gym**

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