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**MICHIGAN SPORTS LEGACY CONSERVANCY TO PRESERVE  
RICH ATHLETIC HISTORY AND PROMOTE  
STATEWIDE YOUTH EDUCATION AND PARTICIPATION**

LANSING, MI (December 22, 2017) – A new organization, the [Michigan Sports Legacy Conservancy](#) has emerged to preserve and tell the story of the rich history of athletics in Michigan and provide a platform to use the educational elements of sports to educate and motivate youth statewide.

The Michigan Sports Legacy Conservancy (MSLC) has evolved from the Old Tiger Stadium Conservancy which was created to preserve the legacy of historic Tiger Stadium. Because of this evolution, the MSLC was formed as a statewide organization designed to fill the long-standing void of any organized initiative to preserve the history of athletics in Michigan.

“The Michigan Sports Legacy Conservancy was honored to facilitate the transition from the important work of the Old Tiger Stadium Conservancy to a new statewide organization that will ensure the preservation of our treasured sports legacy,” said Jim Stark, MSLC executive director.

The MSLC mission will focus on storytelling and sharing the lessons athletics provide through an impactful platform offering a range of opportunities for our youth from enhanced athletic participation and fitness to sports-based curriculum and career development.

In addition, the MSLC will develop a dynamic sports legacy digital platform, present a themed event series, and initiate plans to ensure the preservation of digital and physical sports history properties through strategic collaborations with the Michigan History Center/Archives of Michigan and the Detroit Historical Society. The MSLC will also serve as the preeminent sports historical repository, educational tool and inspirational vehicle for fans of all ages in Michigan.

Initial projects of the MSLC include the ideation, curation, and development of the historic commemoration of Tiger Stadium at the Detroit Police Athletic League’s *Corner Ballpark Presented by Adient* that will open in the Spring of 2018.

On Jan. 18, the MSLC, in partnership with the Michigan High School Football Coaches Association (MHSFCA) will present the *Prep Football Legacy Forum* – a legends panel discussion at the annual MHSFCA Winner’s Circle Clinic at the Lansing Center featuring the three winningest prep football coaches in Michigan: John Herrington, Al Fracassa and Tom Mach.

Finally, the MSLC is developing a variety of proprietary video projects and archives, including a special presentation on the historic 1958 Michigan Class A High School Basketball Championship game between Benton Harbor, which featured NBA All Star Chet Walker, and Detroit Austin, with future Hall of Famer Dave DeBusschere.

## **ABOUT THE MSLC**

The Michigan Sports Legacy Conservancy is a not-for-profit 501(c)3 organization founded to educate and inspire youth from the state of Michigan through the preservation and sharing of the rich history of our Michigan sports legacy through stories, anecdotes, and memories of our sports legends. Our educational component will be comprised of 1.) supporting physical activity – both in organized sports and physical fitness initiatives; 2.) promoting learning through the development of sports-based curriculums and 3.) providing career-path exploration through hands-on experience. Our organization will also feature a dynamic sports legacy digital platform, a themed event series and the comprehensive historic curation and preservation of sports in Michigan. To ensure the preservation of digital and physical sports history properties, the MSLC has secured a strategic collaboration with the Michigan History Center/Archives of Michigan. Our long-term goal is to serve as the preeminent historical resource, educational tool and inspirational vehicle for youth and sports fans/followers of all ages in the state of Michigan.

The MSLC is online at [www.MSLC.org](http://www.MSLC.org) , and can be found on Facebook at [www.facebook.com/MichiganSportsLegacyConservancy](https://www.facebook.com/MichiganSportsLegacyConservancy); on Twitter @misportslegacy, on Instagram @misportslegacy and can be reached by email at [info@misportslegacy.org](mailto:info@misportslegacy.org) or by phone at 248-561-9180.

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