

Play it Again Sports gives parents a cheaper alternative

Studies have shown children who are involved in sports organizations can benefit from the physical fitness and simple fun that can be attained from being on a team.

But, with the current economy, parents may have to use money they once spent for sports-related items for daily necessities, like gas and food, which have increased dramatically in price.

However, according to Jeff Jacobson of Play It Again Sports in Lake Delton, there is a simple solution for local parents who want to provide their children with sports equipment and merchandise, while still staying above water amid the dwindling economy.

Play It Again Sports is well-known for its unique niche in buying new and quality used sports gear and then selling these items to shoppers at budget-friendly prices.

"We provide an easy way out," Jacobson said. "Not only will we buy quality used sports equipment from shoppers, which allows them to make an extra

couple of bucks, but we also provide budget-friendly used and new merchandise for them so that they don't break their bank accounts.

In this economy, Lake Delton-area parents can feel secure that they can count on our store to provide them with the sports-related items they need so their children can continue to reap the many benefits that come with participating in sports."

In a recent article by the National Alliance for Youth Sports, a survey by Velocity Sports Performance reported that Americans believe sports participation is vital to building character in today's youth. In fact, sports participation ranked above after-school programs and camp. In addition, the National Council of Youth Sports — an organization that represents the youth sports industry by advancing the values of participation and educating and developing leaders — reported that there are some 60 million children in the United States who participate in organized youth sports. Jacobson said the

local Play It Again Sports location intends to help keep that number growing.

Play It Again Sports in Lake Delton sells a wide selection of new name brand sports and fitness equipment, as well as buys, sells and trades quality used sports and fitness gear. According to Jacobson, the company has re-defined the industry by focusing on its unique niche while also providing a complete assortment of new brand name products.

Franchised and branded under Winmark Corporation — a company that develops franchises for retail stores that buy, sell and trade new and used merchandise — Play It Again Sports has for 25 years been the preferred store for value conscious consumers. With nearly 400 locations throughout North America, Play It Again Sports stores are individually owned and operated.

For information about Play It Again Sports in Lake Delton, contact Jeff Jacobson at (608) 253-3399.

