



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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SKATERS SWARM THE COLISEUM FOR DERBY IN DAIRYLAND

MADISON, Wis. – Many bold, brawny and beautiful babes will flock to Madison with one goal in mind – kick butt. We're talking about the sport of roller derby, where combat, camaraderie and colorful costumes come together. Twelve leagues will go head to head in the Women's Flat Track Derby Association's 2008 Eastern Regional Tournament at Veterans Memorial Coliseum on October 10-12.



The physical sport from the 50's and 60's has come back to life in recent years, with the creation of the Women's Flat Track Derby Association and derby leagues all over the US. This year's regional tournament titled "Derby in Dairyland" will feature Madison's own Dairyland Dolls and other teams from east of the Mississippi River. The top four teams from the double-elimination regional tournament will go on to compete in the WFTDA Championship Tournament in Portland, Ore. later this year.

The Mad Rollin' Dolls League of Madison, which was created in 2004, has four local teams: Vaudeville Vixens, Quad Squad, Unholy Rollers and Reservoir Dolls. Select players from all four teams come together to form the league traveling team, Dairyland Dolls, which competes with teams from all over the country.

Roller derby is a sport that relies heavily on teamwork and athleticism. To score points, the jammer (scorer) tries to pass as many players of the opposite team as she can in two minutes of play. Other players, blockers, try to open gaps for their own jammer and close them for the opposite team's jammer to prevent them from scoring. Meanwhile, the pivot is the leader of the pack and sets the pace and positioning for the pack of skaters. Ten players are on the track at a time with five from each team (one jammer, one pivot and three blockers). Bouts (games for derby) contain two 20-minute periods.



Come to the Coliseum October 10-12 to catch all the action and excitement! More information on the WFTDA 2008 Eastern Regional Tournament can be found at www.derbyindairyland.com or www.madrollindolls.com. Tickets are available online and by calling 1-800-838-3006. To find out more about events at the Alliant Energy Center, visit www.alliantenergycenter.com or e-mail Ted Ballweg at ballweg@alliantenergycenter.com.

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About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.