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ARE YOU BOSTON'S ULTIMATE SOCIAL ATHLETE?

Competition merges nightlife with athletics to crown Boston's Ultimate Social Athlete of 2010

BOSTON, MA –Paul Pierce, Tom Brady and Dustin Pedroia are all tremendous athletes. All three have been named to various All Star teams and all three have led Boston professional sports franchises to major championships in their prestigious careers.

Yet, to be named one of Boston's Ultimate Social Athletes of 2010, they're going to have to step up their game ... just like everyone else in the city. This competition will take more than on-field talent, but an understanding of what makes the city and its young people tick.

That's why we at Social Boston Sports are searching far and wide - from the North End to Somerville, the Allston/Brighton tolls and well into Cambridge to find Boston's Ultimate Social Athlete 2010. We're looking for the friendliest, yet most competitive, social, talented and most sportsmanlike athletes to take their place amongst these Boston sports greats as the title-holder of Boston's Ultimate Social Athlete 2010.

The competition is simple: Five bar nights and five on-field challenges throughout the city of Boston will host qualifiers in different games, from karaoke, to bowling parties, putting challenges and everything in-between. Four qualifiers will emerge from each event, leaving 40 qualifiers to compete at the Muscle Milk Gauntlet on November 6 for the championship and the title of Boston's Ultimate Social Athlete 2010. Of course, one wouldn't be expected to compete in such a challenge without being completely ready and at their best. So, Muscle Milk will be fueling all 40 qualifiers with complimentary product as they prepare and train for the gauntlet.

The winners (one male, one female) will also receive free VIP entry into all of Social Boston Sports leagues and events until defending their title in 2011, spa packages provided by Muscle Milk, and a pair of Saucony shoes for their efforts. All 40 finalists will receive two-for-one lift tickets at Sunday River Ski Resort in Maine.



“We’re out to find the best of the best, the cream of the crop in Boston sports and nightlife, all rolled into one,” said Justin Obey, President and Co-Founder of Social Boston Sports. “You don’t have to be seven feet tall like a basketball player, but you’ll be able to compete against friends, colleagues and co-workers along the way. ”

Social Boston Sports is a community of young professionals who live, work and play in the Boston area. Over the past three years, Social Boston Sports has grown from 50 friends and one sport league, to over 7,000 members, 13 unique sport leagues and numerous weekend adventure trips, bar nights and sports outings.

Now it is time, not just with those members but the hundreds of thousands of young people who call Metro Boston home, to play for keeps.

EVENT SCHEDULE: (Times and locations subject to change)

- September 20 (7PM) – 60 second bar walk (The Lansdowne Pub, 1 Lansdowne Street, Boston, MA)
- September 25 (12PM) – Water Balloon Toss (Moakley Field, Boston, MA)
- September 27 (6PM) - Cornhole Distance Challenge (Boston Common, Boston, MA)
- September 28 (7PM) – Bowling Challenge (Kings, 50 Dalton Street, Boston, MA)
- October 6 (7PM) – Kan Jam Challenge (Teddy Ebersol Field, Boston, MA)
- October 7 (7PM) – Mini Putt Challenge (Red Sky, 16 North Street, Boston, MA)
- October 12 (6PM) – 100 Yard Dash (Franklin Park, Boston, MA)
- October 13 (7PM) – Speed Cup Stacking (Battery Park, 33 Batterymarch Street, Boston, MA)
- October 19 (7PM) – Indoor Cornhole Challenge (McGreevy’s, 911 Boylston Street, Boston, MA)
- October 20 (8:30 PM) - Dodgeball Challenge (1 Broadway Street, Arlington, MA)
- October 26 – 40 qualifiers compete on Facebook for a 10 second head start in the Muscle Milk Gauntlet
- November 6 – Muscle Milk Gauntlet (Boston Athletic Club, 653 Summer Street, Boston, MA)

FORMAT:

- Five bar events and five outdoor challenges with four qualifiers from each event
- One week of open voting amongst the 40 finalists for 10 seconds off of their time in the Muscle Milk Gauntlet on Facebook
- One Muscle Milk Gauntlet Challenge title with the lowest times (male and female) determining Boston’s Ultimate Social Athletes of 2010 on November 6.

TO QUALIFY:

The Ultimate Boston Social Athlete competition is open to any and all. No one will be discriminated against based on gender, race, hometown, being a Yankee/Laker/Jet fan and college of choice.



PRIZES:

The two Ultimate Social Athletes will win free sports leagues and parties from Social Boston Sports for a year, spa packages from Muscle Milk, and a pair of SAUCONY shoes. All 40 finalists will receive two-for-one lift tickets courtesy of Sunday River.

ABOUT SOCIAL BOSTON SPORTS (SBS):

Social Boston Sports (SBS) was founded in February 2007 by four local college graduates with the goal of building a community for Boston-area young professionals who share interests in staying active physically, intellectually and socially. By offering a range of social and professional networking events including athletic leagues and community outreach programs, Social Boston Sports has quickly become the destination for long-time Bostonians and young professionals new to the Boston area. For more information, please visit www.socialbostonsports.com

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