



BREWCITY BRUISERS

Milwaukee Rollergirls

PO Box 70056
Milwaukee, WI 53207
www.brewcitybruisers.com

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Media Contact:

Michelle Kamke

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media@brewcitybruisers.com

FOR IMMEDIATE RELEASE

BREWCITY BRUISERS SWAP SKATES FOR HAMMERS TO HELP BUILD COMMUNITY WITH MILWAUKEE HABITAT FOR HUMANITY!

Saturday June 21, 2014

MILWAUKEE - On June 21, 2014, members of the Brewcity Bruisers, Milwaukee's women's roller derby league, will take off their skates and pick up their hammers to help build a new Habitat for Humanity home. The house is located at 2123 North 41st Street in the Washington Park neighborhood, and volunteers will be on site from 9am-3pm for interviews and photo opportunities.

Through Team Give, the Brewcity Bruisers' community service outreach arm, the organization is providing both financial and hands-on support for Milwaukee Habitat for Humanity's mission to bring people together to build homes, communities and hope. Following up on a donation from their Championship bout in May, ten Bruisers will spend their Saturday volunteering on the construction site with Habitat staff and soon-to-be homeowner Keanna Franklin, a single mother of three.

Franklin's house is one of three new homes that Milwaukee Habitat for Humanity is framing during their June "Blitz Build" week (June 17-21), and has been designated a "Women Build" project. Started in 1998, Habitat's Women Build program recruits, educates and nurtures women to build and advocate for simple, decent and affordable houses in their communities. Over the course of Milwaukee Habitat's June Blitz, more than 50 local women volunteers will come together to completely frame Franklin's house from the foundation to the roof.

Keanna Franklin had no prior experience in construction before she joined the Habitat program, but she put in several hours of "sweat equity" during the organization's May build week, and she believes she has already picked up some valuable skills that will help her once she becomes a homeowner. "It's hard work, but it's been amazing so far," she says. "Not just seeing the progress from a hole in the ground to a house, but actually being part of it. I can't wait to get started on my own home."

"This is really what roller derby is about—providing opportunities for all women to realize their potential," says Rebecca Berkshire, president

of the Brewcity Bruisers. “A big part of our mission is to foster strong women and get actively involved in our community, and it’s great to partner with an organization like Habitat which also focuses on empowerment and working as a team to get things done. We’re excited by the chance to build with Keanna and help her achieve her dream for her family

ABOUT DERBY AND THE BREWCITY BRUISERS

Established in 2005, the Brewcity Bruisers is a skater-owned and operated flat track roller derby league, and non-profit organization. The Brewcity Bruisers are part of the Women’s Flat Track Derby Association (www.wftda.org). Roller derby is an all-female, flat-track and skater-operated sport.

The league’s home season features four teams that square off between January-May. The Brewcity Bruisers' All-Stars and Battlestars teams represent Milwaukee roller derby on a regional and national level throughout the year. The league is proudly reviving the American tradition of roller derby by bringing the sport to a new generation of Milwaukee fans and offering a unique blend of athletic competition and entertainment.

The Brewcity Bruisers represent women from a variety of backgrounds, attitudes and skill levels. It is the league’s goal to promote women’s strength and self-esteem and to create a sense of camaraderie and friendship that will extend into the community through support of local businesses, arts and charities. For details on the league and season schedule visit: www.brewcitybruisers.com

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