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FOR IMMEDIATE RELEASE

JONESBORO, ARKANSAS The Tournament Staff of the Play It Again Sports Jonesboro Open presented by Westside Discs has announced a new Media Partner for the upcoming Disc Golf Pro Tour event held in Jonesboro, Arkansas. As the tournament gets set for its eighth upcoming tournament, KAIT, or K8, has agreed to add its 60 years of history with Northeast Arkansas to the Jonesboro Open team. KAIT is the Jonesboro affiliate of ABC, NBC and CW.

Brad Pietz, Tournament Director of the DGPT event, had this to say regarding the addition of K8 to the event, "If you live in Northeast Arkansas for one year or for fifty years, you know how valuable KAIT is to the region. I am thrilled to have the local station and all of their resources step up and help promote the Jonesboro Open."

Hatton Weeks, K8 Vice President and General Manager, had this to say regarding the partnership, "K8 is excited to be an official sponsor of this year's tournament. The tournament has grown so much since its inception and with our reach we expect to see it gain even more traction as a premiere sporting event in Region 8."

East Arkansas Broadcasters, or EAB, has also agreed to use its statewide network to help promote the Jonesboro Open once again. EAB has been a part of the event since day one and continues to be a vital partner with the Local Organizing Committee. The Ticket Radio Network will serve as the official sponsor, but EAB will promote the event across the state and into Missouri and Tennessee on its vast network.

The Jonesboro Open has been a part of the Disc Golf Pro Tour since 2017 and has become a staple event in Northeast Arkansas bringing hundreds of players and thousands of fans to Jonesboro over the past seven years. Over the past three years the tournament has raised over \$120,000 for St Jude as well as close to \$10,000 for The Learning Center of NEA.

The Play It Again Sports Jonesboro Open – presented by Westside Discs will be played at Disc Side of Heaven on April 12-14. The tournament committee is still looking for sponsors. For more information on sponsorship opportunities as well as tickets for the Jonesboro Open go to JonesboroOpen.com