



Eugene Chargers

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EUGENE CHARGERS NAME LINSE AS PRESIDENT

Eugene, OR--The Eugene Chargers have named Kara Linse as the president to lead the club into their second season in the International Basketball League.

A native Duck, Linse graduated from the University of Oregon with a Bachelor of Arts in Spanish and business, focusing on sports business and global management. Linse's résumé includes work for the Australian National Basketball League, Sports Illustrated, Columbia Sportswear, LUNA Bar and University of Oregon Recreational Sports.

With experience living on four continents, Linse brings a truly international vision to the team. A native Oregonian born and raised in Portland, she studied Spanish while living abroad in Spain and Chile. Most recently, she supported marketing activities for the National Basketball League in Sydney, Australia.

"Kara's background is a perfect fit for what our club needs. I'm very excited about the global perspective she will bring to the team," said owner Ron Ingalls.

Ingalls hired Linse based on her relevant sports marketing experience and business education.

Linse's goals for the Charger's 2007 season include developing sponsor relationships, maintaining consistent attendance figures and generating awareness about the team.

"I'm looking forward to the opportunity to return to Eugene and work with the existing Chargers management team, Carl Berman and Kenya Wilkins. This is a very exciting time to be involved with the growth of the team as the Chargers establish a presence in the Eugene community," said Linse.

Paul Swangard, managing director of the Warsaw Sports Marketing Center, commented on the Chargers' fortune to have snagged Linse.

"Kara will do a phenomenal job. She's part of a new breed of young sports executives that bring a more disciplined business approach to our industry. She'll give the Chargers a competitive edge in a competitive sports marketplace," Swangard said.

The Eugene Chargers will kick off their season on Fri., April 13 with a game against the Salem Stampede at the Morse Event Center. To purchase sponsorships, tickets or to schedule an interview, please contact the Eugene Chargers at (541) 285-0257 or eugenechargers@comcast.net