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[NH Sports
Expo](#)

UNH Hosts Anthem Blue Cross Blue Shield Sports Expo April 29

By [Sharon Keeler](#)
UNH News Bureau

DURHAM, N.H. -- Sports, fitness and recreation are the focus of a major event taking place at the University of New Hampshire's Whittemore Center Saturday, April 29. Participants can enjoy a massage, climb a rock wall, test their fitness levels or listen to the latest on nutrition, exercise and wellness -- all under one roof.

The Anthem Blue Cross Blue Shield New Hampshire Sports Expo is an event that brings participants the latest in every possible realm of sports, exercise, fitness and nutrition. Over 100 vendors will be there to show what separates their business from the rest.

This event is entirely produced and run by the students and faculty of UNH's sport studies program, a division of the Department of Kinesiology. Proceeds will be donated to the UNH sport studies program to help fund further learning experiences for students.

According to Tim Ashwell, UNH assistant professor of sports studies, the Expo provides an unparalleled opportunity for students to put classroom knowledge to work.

"Putting together something of this magnitude gives students in our sports studies program the chance to gain hands-on experience in every aspect of event planning -- from arranging vendors, to making sales calls, to promoting and advertising," says Ashwell. "Only by putting together a real event can they fully comprehend and apply the knowledge and techniques we teach them."

Vinny Costa, of Windham, agrees.

"This is an event that's never been done before so we had to do a lot of problem solving on everything from developing the actual content of the expo, to working on the floor layout," says Costa. "Communication and

'people skills' were vital, because we had to pull this together as a team."

Ashwell says this was one of the objectives.

"In our professions, we're expected to work in teams. Yet this doesn't always come easily," he says. "There are those who want to grab the problem and solve it themselves, and they have a hard time collaborating. Through this type of experience, students learn the skills that can prepare them for some of the professional challenges they'll face."

The Expo will be a showcase for the university, as well as for commercial and non-profit groups. Sports and fitness demonstrations will highlight the day's activities, with something for everyone, whether they're participants or spectators.

The Expo takes place from 10 a.m. to 6 p.m. Tickets are \$5 for adults, \$3 for seniors and students. Children under 6 years of age and UNH students are admitted free.

Anthem Blue Cross Blue Shield is the title sponsor of the event, while Foster's Daily Democrat and Laconia Citizen is the media sponsor.

For more information, visit the event website at www.unh.edu/sport-studies/expo.html, or call Tim Ashwell at 603-862-4408.

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