



FOR IMMEDIATE RELEASE

Urbandale Community School District Alerting Business Community Of Sponsorship Scam

UCSD is alerting Urbandale and metro area businesses about an advertising sponsorship scam by a company operating under the name of Touchdown Sports

URBANDALE, Iowa – October 18, 2016 – Urbandale Community School District (UCSD) is alerting local area businesses and residents of an advertising sponsorship scam involving a company operating under the name of Touchdown Sports. Touchdown Sports is claiming to be working with the Urbandale High School (UHS) cheerleading program and requesting funds for t-shirt sponsorships that will supposedly be distributed during the UHS basketball season. They also claim sponsors will be recognized during halftime of every boys and girls varsity basketball game. No schools, teams or programs within the Urbandale Community School District are associated with Touchdown Sports or any other company claiming to be soliciting advertising promotions or sponsorships on their behalf.

In June 2016, a similar scam involving Touchdown Sports was reported in Seminole, Texas. Businesses were receiving solicitations from Touchdown Sports claiming to be requesting sponsorships on behalf of the Seminole Independent School District Athletic Department and the Seminole High School cheerleading program. All claims of association with the Seminole District were false.

If businesses or residents are contacted by Touchdown Sports, or any business claiming to be soliciting advertising promotions on behalf of UCSD schools, teams or programs, please contact the UCSD Activities Department or the Urbandale Police Department.

Contact:

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About Urbandale Community School District

The Urbandale Community School District includes portions of Des Moines and Urbandale, Iowa. The District serves over 3,900 students in six elementary schools, one middle school and one comprehensive high school. The Urbandale District supports an increasingly diverse student population where 47 languages are spoken. Building on the existing foundation of excellence in education, Urbandale is transforming education throughout the District. By implementing innovative [Quality/Continual Improvement](#) strategies that create learning environments that more fully engage, challenge and motivate students, Urbandale is taking transformation from theory into practice. Urbandale prepares students for becoming lifelong learners and is a school district that brings learning to life for everyone. To learn more, visit: UrbandaleSchools.com and follow on Twitter [@UrbandaleSchool](#).

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