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**FOR IMMEDIATE RELEASE**  
**PRESS RELEASE**

## **Alamogordo Public Schools Declares Free Admission for All Regular Athletic Events with the “Return of the Roar” Uniting our Community in Support for APS Students**

**Tuesday, August 15, 2023 - Alamogordo, NM – Alamogordo Public School District**

Alamogordo Public Schools (APS) proudly announces an exhilarating return to sporting events this year with a groundbreaking initiative that will set the tone for a spirited season of unity, pride, and support for our talented APS students. Under the theme "Return of the Roar," APS is delighted to invite the entire community to participate in this unforgettable journey by offering FREE ADMISSION to all regular athletic & activity events throughout the academic year.

The administration at Alamogordo Public Schools believes that school sports & activities play a vital role in nurturing teamwork, leadership, and character development among students. With the drive to increase attendance at events, APS aims to create a vibrant atmosphere that empowers our young athletes while fostering a strong sense of community engagement and school spirit.

"Embracing our traditions and forging new legacies are what make high school athletics special and meaningful within our communities," stated Alan Edmondson, Athletic Director at Alamogordo Public Schools. "Being a Tiger has created lifelong memories, united our town, and remains the dream of so many of our youth. It's time to make our past a part of our future and ensure that we seize the opportunity presented to us. Prepare for the 'RETURN OF THE ROAR!'"

The 'Return of the Roar' campaign marks a significant step towards reigniting the passion for school sports in Alamogordo and reinforcing the essential values of sportsmanship, determination, and camaraderie among students. By removing the barrier of admission fees, APS is determined to make these events more accessible, bringing together a diverse and enthusiastic crowd to support and uplift our athletes.

Acting Superintendent Pam Renteria expressed her heartfelt gratitude to the Alamogordo community for their support. "We're thrilled to announce the launch of our 'Return of the Roar' initiative, where the roar of our collective spirit will echo through every student activity and game. With free attendance now granted to all, we're not just cheering for our teams, but for the unity that runs through our community. This initiative is not just about games; it is about creating unforgettable moments, forging connections, and elevating Tiger Pride to new heights. Together we will rally behind our students as they showcase their talents on all stages. Let's come together in support of our students! The roar is back, and it's stronger than ever!"

Mark your calendars and join us at the stadiums, fields, and courts to be part of the roaring crowd, as Alamogordo Public Schools embarks on an unforgettable journey of sports excellence and community togetherness.

For more information on the Return of the Roar, please visit [www.returnoftheroar.com](http://www.returnoftheroar.com).

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