

Local teams could eat their way to \$20k prize for Aurora



By Jeff Doner

Shoeless Joe's Sports Grill in Aurora launched the 2013 "If Your Team Wins, Your Community Wins!" competition at their location last week, with the goal of winning the \$20,000 grand prize.

As part of the Shoeless Joe's Home Team advantage program, the competition rewards local sports teams with points every time they eat at Shoeless Joe's Sports Grill for a chance to win the first-place prize. The community that comes in second place will receive \$10,000 and the third place community will win \$5,000, compliments of Shoeless Joe's Sports Grill.

Aurora Mayor Geoffrey Dawe said the program could be very beneficial to the community and that there would be no shortage of places to spend the money.

"There definitely wouldn't be a problem finding things to do, but the problem would be picking," he said. "The benefit if the town wins \$20,000 to refresh a soccer field or the dugouts at Lambert Willson fields or maybe fix up some of the old grungy dressing rooms at the Aurora Community Centre, it's a great opportunity."

Alberto Sayde of the Aurora Shoeless Joe's restaurant said he believes Aurora has a really good chance to walk away with the top prize simply because they have strong relationships with so many sports teams.

"We have a great relationship with all our teams that we have been sponsoring for years," he said. "The Aurora Tigers have been here for 14 years - we've been involved with them right from the start. Men's baseball teams as well too. They're always here year in and year out."

Over their 14 year history in the community, Sayde said Shoeless Joe's has made it a priority to sponsor and help out local teams.

"There are lots of sports teams and lots of opportunities for everybody," he said. "It's good for everybody. At Shoeless here we're trying to be the next best thing to being at the game. We try and make it very sports oriented, so one of the most important things if you want to do that is sponsor local teams. To become an athlete you've got to start somewhere."

"A lot of it is about the young athletes coming up. You've got to make sure you treat them well and help give them a chance with sponsorships to help out. It doesn't just benefit us, it benefits the kids too."

For more information, visit the Shoeless Joe's location on Orchard Heights Blvd and Yonge St. or visit www.shoelessjoes.ca.