

**NEW CLEATS/SHOE/FOOTWEAR POLICY**  
at KEVA Sports Center

In an effort to keep our turf fields in the best condition for playing and continue providing our customers with safe play, KEVA Sports Center is following the trend in the world to go away with the "bars, blades "soft ground" or other modified cleats". Many manufacturers are now describing the outsoles on the bladed shoes "for use on natural surfaces".

"After communicating with our supplier, other indoor facility owners, and retailers across the country, the verdict was to do away with anything that would unduly harm the turf field and potentially customers" *says Eric Fritz, Owner KEVA Sports Center*

"Artificial turf's stiff plastics and polymer surface is not as forgiving as natural grass, and when you try to pivot or make sharp lateral movements, it "grabs" your shoe; thus, short cleats, or studs, are best.....the short cleats are less likely to get locked into --- or tear up --- artificial turf, and allow athletes better mobility and healthier knees." Read more:

<http://www.livestrong.com/article/359998-what-are-the-best-cleats-for-artificial-turf/#ixzz1DVQnlxz7>

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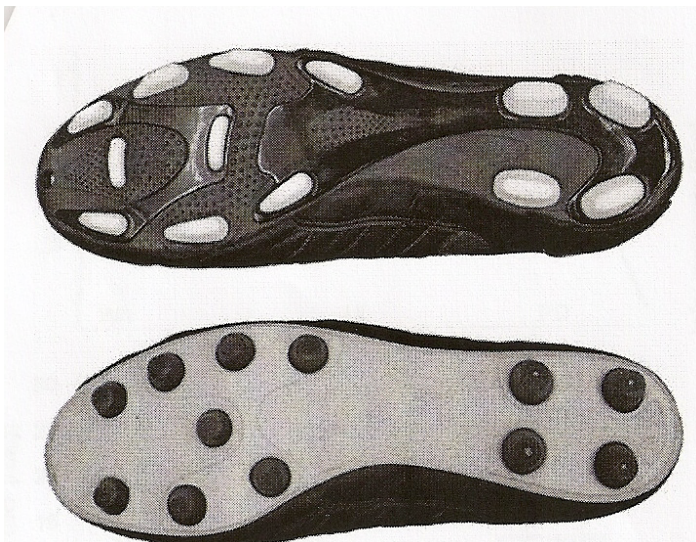
Starting April 11, 2011 (4/11/11) KEVA Sports Center indoor footwear will be restricted to indoor soccer shoes, gym shoes, turf shoes and traditional, conical molded cleats with the following restrictions:

- TURF SHOES; must be a minimum of 20 studs with a maximum depth of 5/16" (8mm).
- CLEATS: must be "continuously molded" (A continuous mold, in industry terms, would mean the outsole on soccer cleated shoes. Styles include polyurethane (shiny) outsoles or rubber (dull). There may be additional layers of materials including glass fibers. Each cleat must be round with a maximum cleat depth of 7/16" and minimum diameter of 3/8" at the tip of cleat.

To help make this transition as smooth as possible, KEVA sports center has teamed up with "Play it Again Sports" at 6674 Odana Road, Madison (in the market square shopping center) to help with discounts. You can pick up a 10% off coupon at KEVA for "Play it Again Sports"

This new policy will be in effect for all sports including, but not limited to: Soccer, Lacrosse, Flag Football, Football, Ultimate Frisbee, Hurling, Futsal, & Fitness Training, & baseball.

If you have questions please feel free to talk with a KEVA Manager



**Top cleats = not allowed**

**Bottom cleats = allowed**