

Western Athletics Set to Debut New, Improved WKUSports.com

Hitcents.com is new web provider for Hilltopper Athletics

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Chris and Clinton Mills

Bowling Green, Ky. - Thanks to the efforts of *Hitcents.com* of Bowling Green, the Western Kentucky University Department of Athletics announced the debut of a new and improved *wkusports.com* on Sunday.

Hitcents.com is run by twin brothers **Chris and Clinton Mills**, graduates of Bowling Green High School and sophomores at WKU. The business has been operating in Kentucky for over three years, focusing on companies' marketing strategy and tactics for promoting throughout the United States and the world via the Internet. Since moving offices into the Western Kentucky Center for Research and Development on Nashville Road, Hitcents.com has been able to aid local businesses in getting their message out via the Internet. As the use of the Internet grows larger every day, Hitcents.com is committed to helping companies take their business to the next level.

"Moving into the new offices has been a tremendous help for us," said **Chris Mills**. "Before we were working mostly with California and New York, but since moving here local businesses have been contacting us more and more. We found out pretty fast there was a market for businesses on the Internet right here in Bowling Green."

"The collaboration between our Athletics Department and Hitcents is a great fit," said WKU president **Dr. Gary Ransdell**. "Chris and Clinton are not only talented Internet entrepreneurs, but are WKU students and represent a cornerstone business in our Center for Research and Development. Their expertise in this arena and familiarity with Western are an unbeatable combination."

Already working with local companies like Jackson's Orchard, Bowling Green Municipal Utilities and The Liberty Group - just to name a few - the Mills twins jumped at the opportunity to get involved with Hilltopper athletics.

"We love Western Kentucky and WKU sports," Mills added. "To now be a part of Hilltopper Athletics through the official sports site is awesome. It's a great opportunity for us, and we're just happy to be on board."

WKUSports.com will still provide the quality coverage of all aspects of Western Athletics that fans have come to expect over the last three years. Game stories, statistics and features on all 20 Hilltopper sports will be available, along with streaming audio of Hilltopper football, and Hilltopper and Lady Topper basketball. Online ticket sales, information on upcoming events from the Hilltopper Athletic Foundation and an improved online store for fans to purchase Hilltopper merchandise will also be featured on the new site. Fans will also see a new look to the site, as well as easier navigation throughout.

"We are thrilled to partner with two bright and talented Western students to meet our Internet technology needs," said WKU Director of Athletics **Dr. Wood Selig**. "The athletic website that the Mills twins have helped us design should be one of the best in the country and help us serve our various constituents in a cutting edge and professional fashion. They delivered tremendous enthusiasm to the project as well as a wealth of knowledge. They were better suited to handle this particular job than any other group in the country."