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**FOR IMMEDIATE RELEASE**

## **Gamecock Sophomore Nails \$1K Winning Shot**

*Charleston native wins \$1,000 during Joye Law Firm's "Shoot Three and Win Challenge"*

**NORTH CHARLESTON, S.C. (Jan. 21, 2010)**—In a nail-biting free throw finale, it all came down to one shot. University of South Carolina sophomore Kevin Fletcher squared up to the line, took a deep breath, and sunk his final foul shot during Joye Law Firm's sixth annual Shoot Three and Win Challenge to claim the \$1,000 grand prize.

"I love basketball, and I've attended the Roundball Classic since I was a freshman in high school," said Fletcher, who played basketball throughout his high school career at Charleston Collegiate School. "Winning the challenge was one of the most exciting things that's happened to me."

Held in conjunction with the 17<sup>th</sup> Annual Piggly Wiggly Roundball Classic, the law firm's halftime shootout challenge gave local basketball fans the chance to win cash prizes while benefiting Communities In Schools and the Rotary Club of North Charleston. Participants entered for a chance to play in the challenge, which was held during tournament games. Everyone who made at least two shots was invited back on the final night of the tournament, where they competed in a one-and-done single elimination free throw shootout.

On the final night of the tournament, Fletcher faced an audience of 2,000 spectators and outshot more than 10 participants before going head to head with his last opponent. The two went four rounds until Fletcher's opponent missed his shot.

"This year's tournament and halftime challenge proved to be extremely exciting for everyone," attorney Mark Joye explained. "Joye Law Firm continues to be a proud sponsor of this tournament. We're glad to see how the challenge continues to grow in popularity each year, especially considering how the proceeds go to a great local cause."

"I was nervous at first, but once I made my first shot, I had a lot of confidence that I was going to win."

**Kevin Fletcher**  
*on winning Joye Law Firm's  
Shoot Three and Win Challenge*

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### **About the Piggly Wiggly Classic**

The Piggly Wiggly Roundball Classic hosts nationally ranked high school basketball teams that are matched against local favorites with proceeds supporting Communities In Schools and the Rotary Club of North Charleston. The tournament, which has become a Charleston holiday tradition, was held Dec. 28 through 30 at West Ashley High School, located on West Wildcat Boulevard in Charleston.

### **Leading by Example**

The Shoot Three and Win Challenge is one of many projects and events in which the members of Joye Law Firm participate. To recognize the importance of giving back to the community, the firm established Joye in the Community, a year-round program that encompasses the firm's community and service efforts. The initiative is designed to enrich the lives of everyone involved in the program and raise awareness about the needs of those in the Charleston and Myrtle Beach areas. To learn more about Joye in the Community, visit [www.joyeinthecommunity.com](http://www.joyeinthecommunity.com).

### **About Joye Law Firm**

Based in North Charleston, S.C., Joye Law Firm has been fighting to help people face legal challenges since 1968. The firm has 10 experienced attorneys—with a combined litigation experience of more than 130 years—and more than 30 paralegals and other staff members. Their commitment to excellence is confirmed by the receipt of Martindale-Hubbell's highest legal rating (AV). Visit [www.joyelawfirm.com](http://www.joyelawfirm.com) to learn more.

**NOTE: Photographs of this year's tournament and winner are available upon request.**

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