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A street view from from Aricia Lane in Beverly during last year's annual 'The Judy Games' shows participants taking part in Ladder Golf, one of three events held as part of this fundraising event.

Judy Games return to Beverly next Saturday

By Phil Stacey

» Executive Sports Editor

If there are better ways to celebrate a loved one's life and memory than by having a day filled with frolic, family and friends, the Bailey family of Beverly would love to hear it.



Judy Bailey

Until then, they'll continue to host 'The Judy Games', an all-ages event named in honor of the wife, mother of three, and lover of life with hundreds of friends, next Saturday, Sept. 6 outside (and around) the Bailey family home on 9 Aricia Lane in the Centerville section of Beverly.

This will be the fourth consecutive year that the Judy Games have been held, with all monies raised from the event going towards The Judy Bailey Fund, which provides several scholarships to graduating Beverly High seniors each year, as well as other community causes and organizations that were close to her heart. The first three Games have raised well over \$100,000.

"What has been most remarkable to me has been each year has gotten bigger and better. Typically when fundraising in memory of someone, it tapers down after the first year and each year thereafter. The Judy Games has been the exact opposite," said her husband, Dan Bailey. "The money raised has gone up each year! This has floored us all."

A bright light to the hundreds and hundreds of people she became friendly with, Judy Bailey simply loved life. Whether it was dancing at any and all opportunities, discussing her family, books and movies she enjoyed, or participated in her adopted hometown, this Minnesota native had others gravitate to her by sheer will of her infectious and pleasant personality.

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Patrick Bailey, the couple's middle child and a former Beverly High football star (and Salem News Player of the Year in both 2005 and 2006, said his family had no idea how impactful this day would become to so many people.

"To be able to provide \$25,000 in scholarships each of the past three years was well beyond our expectations. It's a testament to my dad for running point on everything, our fantastic group of volunteers that help plan and make the day seamless, and an extremely supportive community," he said.

"My mom never really liked much attention, but I think she would be very happy with what this has come to be."

"We've had such an incredible turnout the last few years," added the couple's oldest child, Mary Rose (Bailey) O'Leary, "and we're so grateful to everyone who has participated in this event in memory of our mom. We're looking forward to another fun day at The Judy Games!"

As in past years, The Judy Games will feature two-person teams of cornhole, Kan Jam and Ladder Golf in a tournament-style format. There will be a qualifying round, followed by a tournament round and finally, a Championship round. All teams will participate in each of the events, with the caveat being each squad gets a set number of throws per teammate in an attempt to rack up as many points as possible. There is even a popular 'Kiddo's Event' for the younger participants.

Cost to participate is a \$75 donation per individual

(501c3 tax deductible) or \$150 per team; grilled food and beverages at the event are included.

A 50/50 raffle, which raised \$7,500 each of the last two years (with the winner donating the money back both times), will take place on the day of event. Folks who would like to donate to The Judy Games but cannot attend the event may do so at thejudygames.com.

"I had a young person stop and talk to me last year right after The Judy Games," noted Dan Bailey. "He said 'I've never felt so alive. It was so fun and for such a great cause. It is like a giant block party.'"

This year's event will be particularly memorable for the Bailey's youngest child, Brenna (Bailey) Keilty, a former Beverly High cross country, indoor track and softball standout. She and her husband, Casey, will be joined by the first time by their 4-month-old son, Finn.

"We are so grateful for the support from this community and can't wait to share this special experience with the newest addition to our family," she said.

Dan Bailey said he truly feels the affect Judy had on so many folks when he's planning the event, with those signing up or making donations sending him notes on how she impacted their lives.

Even those who never met her send him notes, he said, such as 'Love all that you do to keep Judy's spirit alive. While I didn't know her it's clear she was a special woman.'

"We cannot imagine a better way to keep Judy's legacy alive," he said.

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Brendan Hennessy and Will Brown were the winners of The Judy Games in 2024.