

July 2010



PALM BEACH  
SPORTS.COM

# GAME ON!

The Monthly Newsletter of the Palm Beach County Sports Commission



## In this Issue

- East Coast Beach Nationals
- 2010 Kids Fitness Festival of the Palm Beaches
- Optimist Junior Golf Championships
- National Wrestling Coaches Association Convention

## Sponsors



ADAM BRETT SWICKLE  
ATTORNEY AT LAW



GT GreenbergTraurig



The Palm Beach Post  
PalmBeachPost.com



## EAST COAST BEACH NATIONALS SERVES VOLLEYBALL TO PALM BEACH COUNTY

Exclusive Sports Marketing is bringing beach volleyball to Palm Beach County, August 7-8, 2010. The Dig The Beach Pro Am Volleyball Series is working in partnership with the City of Riviera Beach and the Palm Beach County Sports Commission to host the Second Annual East Coast Beach Nationals, constructing 30 courts at the renewed Singer Island's Ocean Mall beach volleyball courts.

Dig The Beach Pro Am Volleyball Series is the oldest and largest series in the entire Southeastern United States, conducting 10-12 events each year, all in Florida. The 2010 East Coast Beach Nationals features both professional and amateur level beach volleyball. An estimated 220 teams, consisting of two members each, are expected to compete in this premier national invitational event. Men, women, junior and co-ed competition takes place over the two-days. Saturday's competition will feature the Professional Men's and Women's Division, along with

the Men's and Women's Amateur Division. Sunday's play will include the Junior Division (ages 12-18) as well as the Co-Ed Division. Troy Forte, Vice President of Operations for Exclusive Sports Marketing, says, "This is a great opportunity to put Palm Beach County and Riviera Beach on the map as a premier beach volleyball destination. We have partnered with USAV Florida Region to bring a National event to Florida. California is traditionally recognized as the home of beach volleyball, but we feel the future of beach volleyball is right here in Florida. Our series continues to grow and we are truly excited about this event now and for the future."

The East Coast Beach Nationals is an opportunity to develop an annual beach volleyball presence in Palm Beach County and highlight a portion of the 47 miles of beaches in the county, truly blending Palm Beach County as a sports tourism destination.

## 5,000 CHILDREN EXPECTED TO ATTEND THE KIDS' FITNESS FESTIVAL OF THE PALM BEACHES PRESENTED BY RONALD MCDONALD HOUSE CHARITIES OF SOUTH FLORIDA



The Palm Beach County Sports Commission will host the 16th annual Kids Fitness Festival of the Palm Beaches, presented by the Ronald McDonald House Charities of South Florida,

at the Palm Beach County Convention Center on Wednesday, July 14 and Thursday, July 15. Over 5,000 of South Florida's youth, from the ages of five to 13, have registered to participate in the only multi-sport event to take place in Palm Beach County on an annual basis. The Kids Fitness Festival of the Palm Beaches strives to introduce and promote both mainstream sports, such as football, golf, baseball and basketball and non-traditional sports that are not commonly found in the general school system, such as badminton, fencing and boxing. The event markets and showcases many of the sport assets located in Palm Beach County.

The Palm Beach County Sports Commission partners with a variety of sport organizations, national governing bodies, sport clubs, sport facilities, professional sport franchises and constituents of the local sports community to produce the one of a kind festival. Over 40 different organizations will offer introductory sport clinics that teach the necessary basic functions and fundamentals of their sport. The event will feature prominent organizations, such as the Florida Panthers, the Florida Marlins, Florida Atlantic University, Roger Dean Stadium, the United States Tennis Association, the International Polo Club, the American Youth Soccer Organization, USA Badminton and the Florida Rugby Union. In addition to the sport clinics, the festival will also offer a midway of interactive games, the opportunity to meet professional athletes and mascots and a number of exhibitors promoting nutrition and healthy lifestyles for youth.



The 2010 version of the Festival offers a slightly new look, starting with a new location. For the first time in its history, the Palm Beach County Convention Center will host the Kids Fitness Festival of the Palm Beaches. An architectural masterpiece



with state-of-the-art amenities, the 350,000 square-foot center features a 100,000 square-foot exhibit hall, which will be converted into a theme park full of

sport activities for a two day stretch in July. The venue is centrally located in West Palm Beach and has been the home to some of Palm Beach County's other sport extravaganzas, such as the Palm Beach County Sports Hall of Fame Induction Banquet and the Lou Groza Collegiate Place-Kicker Awards Banquet.

The Kids' Fitness Festival of the Palm Beaches is presented by the Ronald McDonald House Charities of South Florida. The event would not be possible without their contributions and dedication over the years. Since 2003, the event has exposed over 30,000 youth to the world of sports. These numbers could not be reached without the efforts of the Ronald McDonald House Charities of South Florida. "Encouraging kids to lead active, balanced lives is an important mission – and a commitment that RMHC and McDonald's share with parents and the Palm Beach Sports Commission," said Ricky Wade, RMHC board members and McDonald's owner operator.

Other supporting sponsors include Prime Time Palm Beach County, Florida Marlins Community Foundation, United States Tennis Association of Florida, Calvin Giordano & Associates, Inc., ESPN 760 and the Palm Beach Post.

The event starts at 10am and concludes at 3pm on both days. Tickets are only \$17 per child and parents are free. Please visit [www.palmbeachsports.com/kff](http://www.palmbeachsports.com/kff) or contact the Palm Beach County Sports Commission at (561) 233-3180 for more information.

## THE OPTIMIST INTERNATIONAL JUNIOR GOLF CHAMPIONSHIPS RETURN TO PGA NATIONAL



The Optimist International Junior Golf Championships will return to PGA National Resort & Spa in Palm Beach Gardens on July 22-August 1, 2010. This is one of the largest and most prestigious junior golf tournaments in the world, which features boys and girls competing in age groups ranging from 10 years of age to 18 years of age.

Optimist-sponsored golf tournaments have served as a springboard for many of golf's greatest players. Phil Mickelson, Ernie Els, Davis Love III, Tiger Woods, Michelle McGann and Nancy Lopez are just a few of today's elite players who found their humble beginnings with the Optimist. No other junior golf tournament quite compares to that of the Optimist International Junior Golf Championships, which focuses on fair competition and cultural understanding among youth. This unique tournament offers as broad a field and expanded age groups as any other in its class.

This world-class event originated in 1968 when three leaders of the San Diego County Junior Golf Association—Norrie West, Mrs. A.S. Smith and John Brown—carried out an idea of Brown's by forming Junior World Golf. "I just thought it would be a great thing if young people throughout the world could meet each other and play with each other in an international junior golf tournament," Brown said. During its inaugural year, Junior World drew entries from six foreign nations: Pakistan, Canada, Mexico, Thailand, Portugal and the Philippines. In all, 475 golfers came from 20 states and seven nations. Then, in 1978, through the action of Dudley Williams, a lifelong San Diego resident and soon-to-be President of Optimist International, the Optimists became a sponsor of the event, thus creating



"Optimist Junior World." Through this partnership, Optimist International began holding qualifying tournaments for 15 to 17 year-olds across the United States and Canada. As a result, 55 tournaments drew more than 3,500 entrants.

In an effort to expand the tournament, Optimist International moved the event to South Florida's Doral Country Club in 1995 and renamed the event the Optimist International Junior Golf Championships. The plan proved so successful that after only one year, the event moved again to a more suitable location at the PGA National Resort & Spa.

The Optimist International Junior Golf Championships continues to be one of the most recognizable junior tournaments in the world with more than 5,000 golfers, ages 10-18, participating in qualifying tournaments for this event each year. In 1999, THE OPTIMIST expanded into a two-tournament format to accommodate the increasing number of participants. Annually, more than 620 of the best junior golfers, representing more than 30 nations, 50 states and six Canadian provinces, converge for a week of unsurpassed competition, fellowship and fun.



In addition to providing a forum for some of the most talented junior golfers to showcase their skills, the event also creates significant economic benefits for Palm Beach County. The 2010 Optimist International Junior Golf Championships is expected to generate over \$800,000 of total economic impact for Palm Beach County in addition to 3,000 room nights for the PGA National Resort & Spa. There is no other junior golf tournament in the world that stimulates bed tax revenues and direct spending over a ten day stretch, such as this premier event.

# DELRAY BEACH TO HOST THE NATIONAL WRESTLING COACHES ASSOCIATION (NWCA) CONVENTION



The Palm Beach County Sports Commission has partnered with the National Wrestling Coaches Association (NWCA) to bring its annual convention to the Delray Beach Marriott from August 4-7, 2010. This will mark the first time that the NWCA Convention has made Palm Beach County its home. Approximately 250 collegiate and high school coaches will travel from across the country to discuss the state of the sport, share coaching knowledge and resources and learn new practices in coaching techniques.

Established in 1928, the NWCA is dedicated to serve and provide leadership for the advancement of all levels of the sport of wrestling with primary emphasis on scholastic and collegiate wrestling

programs. The NWCA strives to grow the number of wrestlers, coaches and wrestling programs at all levels and encourage state and federal agencies to legislate favorable regulations that will assist in the growth of amateur wrestling. The convention plays an important role in momentum and trends that will be developed within the amateur wrestling community over the next year and beyond.

The convention adds to the list of significant wrestling events that were hosted in Palm Beach County over the last decade, such as the inaugural USA Wrestling Beach Nationals, the USA Wrestling Somba Nationals and the USA Wrestling Olympic Training Camps. August will present an opportunity for Palm Beach County to showcase its destination to a variety of coaches and strengthen its relationship with the world of amateur wrestling.

## CORPORATE SPONSORS



**ADAM BRETT SWICKLE**  
ATTORNEY AT LAW



PALM BEACH COUNTY  SPORTS COMMISSION

1555 Palm Beach Lakes Blvd., Suite 1410  
West Palm Beach, FL 33401  
Tel: (561) 233-3180 Fax: (561) 233-3125

[WWW.PALMBEACHSPORTS.COM](http://WWW.PALMBEACHSPORTS.COM)