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PALM BEACH COUNTY'S LARGEST ANNUAL SPORTING EVENT KICKS OFF THE NEW YEAR



Many people often rejoice in the change a new year brings. However, a new year also celebrates a continuation of the developing history and tradition of long established events.

The Winter Equestrian Festival (WEF) will once again take place in Palm Beach County for the 32 year. The 2011 WEF will take place at Palm Beach International Equestrian Center in Wellington, FL from January 12-April 3.

The Palm Beach County Sports Commission has worked in partnership with Equestrian Sports Productions, LLC and its predecessors since 1994 in supporting the Winter Equestrian Festival. Since that time, nearly one million room nights have been estimated. This event has historically generated an estimated 85,000 room nights with over \$57 million in economic impact, according to reports from the Tourist Development Council.

Not only is the Winter Equestrian Festival the largest annual sporting event in Palm Beach County, it is the longest running equestrian event in the world, attracting national and international athletes and their horses. Over 3,000 participants consisting of Olympians,

adult amateurs, juniors and children from across the United States, Europe and South America are expected to compete in Hunters, Jumpers and Dressage classes where more than \$6 million in prize money will be awarded.

The Winter Equestrian Festival is an opportunity for Palm Beach County to showcase the versatility of the community and its uniqueness as a sports tourism destination. Beautiful, sandy beaches and sparkling blue water isn't all Palm Beach County has to offer. The area is also rich in acres of polo and equestrian facilities. The Palm Beach International Equestrian Center



covers more than 150 acres and offers the latest in equestrian facilities. Not only can you enjoy the action in the stadium, but there are also galleries for shopping, wine and coffee bars, tasty food fare and children's activities.

General admission is usually free but some events do require tickets. VIP seating is available. For ticket packages and a complete schedule of events, please visit www.equestriansport.com. Experience what's in your backyard at the 2011 Winter Equestrian Festival and what people travel from all over the world to see.

2011 DELRAY BEACH INTERNATIONAL TENNIS CHAMPIONSHIPS: ANDY RODDICK IS COMING BACK TO THE BEACH!



Andy Roddick, the former Boca Raton resident and 2003 US Open champion, will return to the tournament where he made his pro debut. Roddick will be playing in the 2011 Delray Beach International Tennis Championships ATP World Tour event set for February 18 - 27 at the Delray Beach Tennis Center.

"It's so great to have Andy come home where he started," said tournament director Mark Baron, who gave a 17-year-old Roddick his first wild card into an ATP-level event in 2000. "Everyone has been asking for the last six years 'when is he going to come back?'"

Joining Roddick is 2009 US Open Champion Juan Martin Del Potro of Argentina and Top 20 American's Mardy Fish and John Isner. Del Potro, one of the game's bright young stars, reached No. 5 in the world in 2009 before having season-ending wrist surgery in 2010. Fish was the 2009 ITC champion and Isner is returning to Delray Beach a bit more well known after his historic Wimbledon match last summer.

The four ATP World Tour stars are part of a 32-player draw that will be chasing a 2011 Porsche 911 Carrera as well as the winner's \$75,000 check. The tournament is the only 250 Series ATP World Tour event in the world to offer a luxury automobile to its winner.



Do the tennis legends of the '80s and '90s still have game? The popular ATP Champions tour will feature the star power of John McEnroe and Mark Philippoussis; Mats Wilander, Pat Cash and Boca Raton's Aaron Krickstein as part of the eight-player event that features former world-ranked No. 1 players, Grand Slam champions and finalists and Davis Cup winners.

In addition to world class tennis, fans will find great parties, phenomenal food and drink, the world-famous ITC VolleyGirls and a lifestyle pavilion with daily live music, merchandise and interactive displays—all in an intimate setting designed for the guests. A not-to-miss event is Friday evening's (Feb. 18) "Tennis on the Avenue" that will have tournament stars playing on Delray's signature Atlantic Avenue amid the bustling cafes and boutiques. The 10-day ITC gets started just a short time later with the first ATP Champions match at the Tennis Center, just a stroll down the Avenue.

This will be the sixth year this event is held in Palm Beach County. An estimated 700 room nights and nearly \$4 million in economic impact is projected for the 2011 tournament.

Visit the Delray Beach ITC website, yellowtennisball.com, for a complete list of events, ticket promotions, charity partners and to purchase tickets. You may also purchase tickets in person at the box office or call 561-330-6000.

ALLIANZ CHAMPIONSHIP RETURNS FOR FIFTH STRAIGHT YEAR

Seventy-eight of the Champions Tour's best professionals will compete in 54 holes of stroke play for a total purse of \$1.7 million as the Allianz Championship returns to Palm Beach County for its fifth consecutive year. This PGA Champions Tour event will take place at the Old Course at Broken Sound in Boca Raton, FL February 7-13.

The week long events and tournament is projected to generate over 1,700 room nights and more than \$11 million in economic impact. Events included along with tournament play are a number of pro-am rounds, the 2nd Annual Golf and Wine Experience, the Fairway 5K and Family Day. A strong field for the 2011 tournament is anticipated, with the possible likes of Bernhard Langer returning to defend his 2010 victory; hometown favorite Mark Calcavecchia; Freddie Couples; Mark O' Meara and Gary Player, just to name a few.

Allianz Life and the City of Boca Raton are providing free tickets. VIP ticket packages are available for purchase. For additional information on tickets, volunteering and a complete schedule of events, visit www.allianzchampionship.com.

PBCSC RECOGNIZES MEMBERS FOR OUTSTANDING SERVICE

The Palm Beach County Sports Commission (PBCSC) has recognized two outstanding members, Pam Linden and Guy Quattlebaum, as recipients of the 2010 Lois Kwasman MVP Award for their commitment and service to the organization. The award was named after the late Lois Kwasman, in honor of her hard work and dedication as a board member with the Palm Beach County Sports Commission, as well as a leader in the community.



Pam Linden served on the PBCSC Board of Directors from May 2009 through October 2010 and was recently elected for another two year term. She currently serves on the Hall of Fame and Membership Committees. In addition, Pam raised over \$7,500 in sponsorship funds this past year. Ms. Linden is a Shareholder in the law firm of Greenberg Traurig, P.A. Pam's practice includes representing professional athletes with respect to real estate, business ventures, financing and other related matters. Pam grew up in Palm Beach County and received her undergraduate and law degrees from the University of Florida.



Guy Quattlebaum has served on the PBCSC Board of Directors since November 2007. He is currently the PBCSC Treasurer/Secretary, Audit Committee Chairman and Finance Committee Chairman. Guy has played an instrumental role in reviewing

the PBCSC budgets, finances and bylaws. He is a member of the Litigation Group in the West Palm Beach office of Akerman Senterfitt. Mr. Quattlebaum was named a Florida "Legal Elite" by Florida Trend Magazine in 2006, 2007, 2008 and 2009. He has also achieved an AV-Rating from Martindale Hubbell's Peer Review Rating system, the highest rating in both professional ability and ethical standards.

"Pam and Guy are both very deserving of the Lois Kwasman Award, as they have gone beyond the call of duty for the Palm Beach County Sports Commission. Their loyalty, commitment and dedication is what helps with the success of the organization," said Patty Dent, President of the PBCSC.

FALL SPORTS EVENTS CONTRIBUTE 10,000 ROOM NIGHTS FOR PALM BEACH COUNTY ECONOMY

The 2009-2010 fiscal year concluded with one of Palm Beach County Sports Commission's (PBCSC) most successful years in generating sports tourism. The PBCSC recorded over 166,000 room nights through its efforts of securing and supporting sports events throughout the county.

In turn, the first few months of the 2010-2011 fiscal year has started with similar significance. In just a short time from October through December 2010, PBCSC has supported 21 events, including eight grant funded events. Cumulatively, these events have generated 10,637 total room nights which is an 18.5% increase from the previous year. The estimated economic impact of these events is over \$6.4 million (based on formulas provided by the Florida Sports Foundation).

Included in these events was the return of the Perfect Game World Wood Bat Association World Championships for the ninth time, generating nearly 3,500 room nights. The Palm Beach County Sports Commission was also successful in securing the Men's Senior Baseball League (MSBL) Florida Fall Classic after the tournament was held on the west coast of Florida for 18 years. MSBL attracted national and international visitors with over 2,000 room nights.

All the events taking place during this time feature a wide variety of what Palm Beach County's facilities have to offer—everything from local and international baseball tournaments, football, basketball, surfing, golf, tennis, soccer, marathons and collegiate swim team training camps.

OKLAHOMA STATE'S DAN BAILEY RECEIVES THE 2010 LOU GROZA AWARD



The Palm Beach County Sports Commission announced Oklahoma State University place-kicker Dan Bailey as the winner of the 2010 national Lou Groza Collegiate Place-Kicker Award.

During the regular season, Bailey posted a significant number of stats. The senior place-kicker from Mustang, Oklahoma, enjoyed a successful season making 24 of his 28 field goal attempts and 65 of 66 PATs. His 137 total points are the most of any FBS player this season. He booted eight field goals of 40 yards or more during the regular season. Included in that total is a pair of 52-yarders during the Cowboys' win at Louisiana and a dramatic 40-yarder as time expired in Oklahoma State's 38-35 win over Texas A&M. His 358 career points are the Oklahoma State record. He also owns the school record with 196 extra-point conversions, including another record of 182 in a row.

"I am honored to be the recipient of this year's Lou Groza Award," said Bailey. "I'd like to thank the Lou Groza Committee and the Palm

Beach County Sports Commission for this opportunity. Coach (Joe) DeForest has done a great job with the special teams here and you have to give credit to everyone involved with our special teams whenever any single player gets an individual honor."

Bailey beat out Southern Mississippi's Danny Hrapmann and Notre Dame's David Ruffer for the award. Hrapmann tied for the national lead with 26 field goals made, while Ruffer went 15-for-15 as the only kicker in the country to end the season without a missed field goal with at least ten attempts. Bailey is the first Cowboy to win the Groza in the 19 year history of the award and the second kicker from the Big 12 Conference, joining this year's presenter, Kansas State's Martin Gramatica (1997). The national panel of voters is comprised of college football media, FBS division coaches, past winners and conference officials.

The award was presented at the ESPN College Football Awards Show. Over one million households watched the event.

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