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PALM BEACH SPORTS.COM

# GAME ON!



Major League Lacrosse coming to Palm Beach County! See Details Inside.

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## GOLF MAKES ITS ROUNDS THROUGH PALM BEACH COUNTY

With over 160 prestigious private and public golf courses paired with its year-round tropical climate, Palm Beach County is acclaimed as Florida's Golf Capital®. The string of events in the coming weeks will attest to that with a major event on the PGA Tour and a PGA Champions Tour event. Both of these events include television coverage, showcasing Palm Beach County in millions of homes nationally and internationally.



first of the early-season Florida swing. This event is televised on the Golf Channel, which is available in 120 million homes world wide. During Championship rounds, attendees will follow the legends of golf such as 2011 Allianz Champion Tom Lehman, 2010 Allianz Champion Bernhard Langer, Mark Calcavecchia, Fuzzy Zoeller, and many more as they vie for the \$1.8 million championship purse. General admission is free with upgraded ticket packages and VIP parking passes available. For updates, ticket information and a complete schedule of events visit [allianzchampionship.com](http://allianzchampionship.com). The event is projected to generate an estimated 1,700 room nights and over \$11 million in economic impact.

**Allianz**   
Championship  
presented by  **Inspire**

Just days away, the Allianz Championship will tee it up for the sixth consecutive

year at the Old Course at Broken Sound in Boca Raton. The Allianz Championship, a PGA Champions Tour tournament returns to Palm Beach County from February 6-12, 2012. This event brings the legendary champions of golf to Boca Raton for a celebrated week-long event that includes a series of interactive events for golf enthusiasts of all ages, while driving net proceeds to benefit Boca Raton Regional Hospital.



The Allianz Championship is the PGA Champions Tour's first full-field tournament of the season in the United States and the

At the end of the month, the Honda Classic returns to the PGA National Resort and Spa February 27-March 4. This marks the sixth year the tournament returns to PGA National Resort and Spa and its tenth consecutive year in Palm Beach County.



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## Sponsors



## GOLF MAKES ITS ROUNDS THROUGH PALM BEACH COUNTY (CONTINUED FROM PAGE 1)



Early commitments from 2011 British Open winner, Darren Clarke, U.S. Open champion Rory McIlroy and No.2 player in the World Golf Rankings, Lee Westwood will lead a field of the world's best golfers. The tournament will consist of 144 golfers competing over 72 holes

with a total purse of \$5.7 million. The Honda Classic is projected to generate an estimated 4,000 room nights and over \$30 million in economic impact. Over 110,000 spectators attended the 2011 event. Visit [thehondaclassic.com](http://thehondaclassic.com) for ticket packages and a complete schedule of events. The Honda Classic will be televised live on NBC and the Golf Channel and is internationally distributed to over 570 million households.

The coming weeks will bring plenty of golf to Palm Beach County—some of which you can see at NO COST! The Allianz Championship and The Honda Classic each have a week full of events, with everything from professional networking opportunities and activities for families and those of all ages—wine tasting, fitness, concerts, fireworks and more.

## 2012 PALM BEACH COUNTY SPORTS HALL OF FAME AND ANNUAL SPORTS AWARDS

The 36th Annual Palm Beach County Sports Hall of Fame Induction Banquet presented by Lytal, Reiter, Smith, Ivey & Fronrath will be taking place Sunday, March 25, 2012 beginning at 5:30pm, at the Palm Beach County Convention Center. Tickets are currently available online at [www.palmbeachsports.com/hof](http://www.palmbeachsports.com/hof) or call 561.233.3180.

Ten members will join a legendary list, dating back to 1977, of those that have achieved excellence in the world of sports. The following athletes and sports contributors will be inducted into the 2012 Hall of Fame: Anquan Boldin-Football, Rollie Massimino-Coaching, Jessie Hester-Football, Kevin Butler-Golf, Willie Goldsmith, Sr.-Football/Coaching, Eric Kresser-Football, Cauley Patrick-Coaching, Mark Richt-Football, Fred Ross-Coaching, and Jimmy Spencer-Football.

## MAJOR LEAGUE LACROSSE ALL STAR GAME IS COMING TO THE BEACHES OF BOCA RATON



major league  
lacrosse

Major League Lacrosse (MLL) is partnering with the Palm Beach County Sports Commission and Florida Atlantic University (FAU) to bring the 2012 Major League Lacrosse All-Star game to Palm Beach County and Boca Raton. Major League Lacrosse announced that the MLL All-Star Game will take place at the new FAU Stadium in Boca Raton on Saturday, June 30th at 7:30pm EST. The All-Star Game will be televised live on ESPN 2. This will mark the first event in League history that will take place in the state

of Florida. "MLL is making major strides by hosting our All-Star Game in Florida," said MLL Commissioner David Gross. "The rapid growth of lacrosse in the south has made Florida a market of interest for us as we continue to execute our expansion plans over the next several years. By hosting our marquee event at FAU, we will be able to test the waters to see if it could be a logistically successful place for an MLL team in the future."

The MLL All-Star Game boasts not only the top talent in the United States, but in the world. The All-Star game features the best 40 players (20 players per all-star team) in MLL, which is determined by coaches, players, and fans. Returning to the All-Star Game this year is the "Young Guns vs. Old School" format, in

which MLL veterans will compete against players who entered the league in 2009 or later. The MLL All-Star Game is considered the premier lacrosse event in the United States, and the 2012 event will be the most renowned event in Florida lacrosse history.



Palm Beach County's bid to host the Major League Lacrosse All-Star game is a special occasion for Florida. The ten previous All-Star games have taken place in the Northeast or the Midwest, which are locations that include the highest levels of lacrosse participation. The newly built FAU Stadium, with



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# MAJOR LEAGUE LACROSSE ALL STAR GAME IS COMING TO THE BEACHES OF BOCA RATON (CONTINUED)

capacity of 30,000, is a \$70 million investment that opened in October 2011. FAU is home to the only stadium in the United States that offers a view of the Atlantic Ocean.



The MLL All-Star game will represent the first sporting event to take place in the new stadium outside of FAU college football.



The MLL All-Star Game brings a weekend of activities and events. The Bud Light Skills Competition, which is one of the most popular attractions of the MLL All-Star Game, will take place at half-time.

This competition features pro lacrosse players that display their skills with tricks and shots that wouldn't be seen during a regular game. A MLL "Fan Zone" will be created outside of FAU Stadium, providing an opportunity for fans to meet and greet pro lacrosse players, engage in interactive lacrosse activities and skill contests, and experience live music and a variety of exhibitors and vendors.

New to the All-Star Game will be the "MLL All-Star Experience with Casey Powell and Tony Lowe," a MLL youth lacrosse tournament that will take place at Florida Atlantic University in conjunction with the MLL All-Star Weekend. The tournament will take place on Saturday prior to the game and will conclude on Sunday. MLL Legend Casey Powell is a current attackman for the Hamilton Nationals. He is MLL's all-time scoring leader with 392 points. He was named the MLL Offensive Player of the Year in 2005 and is one of ten players in MLL history to earn at least ten Bud Light MLL Player of the Game honors. Tony Lowe is the founder of Snipers Lacrosse, one of the premier Florida lacrosse programs. The Long Island Native is a former Lehigh University lacrosse standout. This tournament is expected to attract over 100 teams and 2,000 youth athletes from across the country to compete in a variety of age groups. In addition to increasing attendance at the All-Star Game, the tournament will generate a significant amount of direct visitor spending and bed tax revenues for Palm Beach County.



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"We're extremely excited about bringing the MLL All-Star Game to Palm Beach County," said George Linley, Executive Director of Palm Beach County Sports Commission. "FAU is a state-of-the-art facility and one of the most impressive stadiums in the nation. We're thrilled to showcase the new stadium through the MLL All-Star Game, which will help solidify the growth and presence of lacrosse in Florida. We're hoping by hosting the All-Star Game, we will ignite an opportunity to host more MLL events in the future." Michael Brady, President of the Palm Beach County Sports Commission, stated, "the Major League Lacrosse All-Star game is another example of Palm Beach County's distinction as a leading destination for sports events. " Michael also noted, "Hosting the All-Star game, which will be televised live on ESPN 2, will provide a great platform to market the new FAU Stadium, which is one of Palm Beach County's most grand sports assets."



The MLL All-Star weekend will bring substantial economic benefits to Palm Beach County. In addition to the participants that will travel for the MLL youth lacrosse tournament, lacrosse enthusiasts from across the nation are expected to travel to Palm Beach County to experience this marquee lacrosse event. More than 11,000 people attended the 2011 MLL All-Star Game, which took place at Harvard Stadium in Boston, Massachusetts.

To obtain more information on Major League Lacrosse, visit [www.majorleaguelacrosse.com](http://www.majorleaguelacrosse.com). Tickets will be available for purchase on February 20, 2012 at 10 a.m. ET at [www.Ticketmaster.com](http://www.Ticketmaster.com), by calling Ticketmaster at 1-800-745-3000, or by visiting any Ticketmaster Outlet.



## PALM BEACH COUNTY SPORTS COMMISSION HAS BEEN AWARDED THE 2012 READERS' CHOICE AWARD



*SportsEvents* Media Group, the leading industry publication focused exclusively on helping sports event planners produce excellent competitions in the United States and Canada, announced the Palm Beach County Sports Commission (PBCSC) as a recipient of the 2012 Readers' Choice

Award. Sports event professionals were asked to name the sports commission, convention and visitors bureaus, or sports events venues that they believe display exemplary creativity and professionalism toward the groups they host. Nominations were received from readers throughout the year, and the top picks were selected based on the results from an online system.

“Due to the power of social media and online voting capabilities, we received an overwhelming response from readers this year, which allowed *SportsEvents* to honor more than 100 destinations and

venues—and the marketing organizations that represent them—with a 2012 Readers' Choice Award,” said Kristen McIntosh, *SportsEvents* editor. “These award winners have proven they are willing to go above and beyond the normal service levels expected by providing both the physical attributes and commitment to hospitality and service that today's discriminating sports event planners demand. It is an honor to announce their selection by sports event planners as some of the best in the United States.” “We are honored to be recognized by SportsEvents Media Group and sports event professionals as a leading Sports Commission in the United States,” said Michael Brady, President of the Palm Beach County Sports Commission. “We strive to provide the best and most comprehensive service to event organizers and being recognized with this award validates the strong team we have here at the Sports Commission.

The 2012 January edition of *SportsEvents* magazine is available online at [www.sportseventsmagazine.com](http://www.sportseventsmagazine.com).

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