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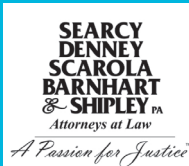
The Monthly Newsletter of the Palm Beach County Sports Commission



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KIDS' FITNESS FESTIVAL A HUGE SUCCESS

Presented by Ronald McDonald House Charities of South Florida

The Palm Beach County Sports Commission produced another successful Kids' Fitness Festival of the Palm Beaches, presented by Ronald McDonald House Charities of South Florida. The event took place on July 16th and 17th, 2009 at the Americraft Expo Center at the South Florida Fairgrounds.

Chairman of the Kids' Fitness Festival, Jeff Zipper from the Private Client Group – National City/PNC, stated "The event drew approximately 5,000 kids over the two days and was a great success. Children ranging in age from 5 to 13 had the opportunity to learn and participate in over 44 different sport clinics, partake in midway games, interact with professional athletes and meet and greet with various mascots."

Throughout the two day event, the Americraft Expo Center was converted into an ultimate youth sports experience. Sports that were represented included: archery, badminton, baseball, basketball, bowling, cheerleading, croquet, dance, darts, fencing, field hockey, fishing, fitness, football, golf, gymnastics, hanet ball, hockey, judo, karate, lacrosse, mallet-ball, netball, polo, powerboat racing, rugby, running, skateboarding, soccer, tae kwon do, tai chi, tennis and wrestling.

Highlights of the event included the Bennie Blades 36 Foundation who conducted an NFL style workout with the kids. Professional NFL athletes Bennie Blades, Brian Blades, Bobby Harden, Keith Byars, James Pruitt and Mike Rumph took the kids through a 40

yard dash, a tire ring station, defense station and touchdown station.

Other standouts at this year's event were the U.S.A. National Netball team, professional basketball trainer James Taylor and his organization Taylored Athletes, Jay Howard a professional driver for Palm Beach International Raceway Firestone Indy Lights car, and the AMF race team with their boat, Miss Gioco, a 52-foot catamaran that goes over 200 miles per hour.



James Taylor teaching basketball training skills



Jay Howard signing autographs

Zipper further commented, "The event could not be the success that it has become without the help of our community partners and sponsors. This year with the help of Prime Time Palm Beach County, Inc., we were able to give scholarships to eight camps with over 800 kids to attend the event at a discounted rate. Calvin, Giordano & Associates, Inc., also supported the festival by helping offset the ticket costs for unemployed families, not to mention the 250 plus volunteers that donate their time and expertise for the two days. This is what makes the event so unique and valuable to the youth of Palm Beach County."

We would like to thank all of our sponsors for making the event a success; Ronald McDonald House Charities of South Florida, Calvin, Giordano & Associates, Inc., ESPN Radio 760, KOOL 105.5, Florida Marlins Community Foundation, Parenting Plus, Prime Time Palm Beach County, Inc., and the Palm Beach Post.

UPCOMING EVENTS

For a complete listing of all upcoming events check our website at www.PalmBeachSports.com.

Florida State League

April 9 - September 6, 2009 at Roger Dean Stadium

The Florida State League is a Class A Advanced Minor League Baseball league. The twelve member teams play a 140 game schedule with 70 games at home and 70 games on the road.

Prospectwire Baseball Florida State Finals

August 5 - 10, 2009 at Santaluces Athletic Complex

Prospectwire Baseball will conduct its 18 & under Florida State Championships at the Santaluces Athletic Complex on August 5 - 10, 2009. Each team will play in a 3 game guarantee pool play.

U.S. National Water Ski Championships

August 11 - 15, 2009 at Okechee Park

A traditional three-event water skiing competition (slalom, trick, and jump), the event has 20 age divisions ranging from under age 6 to over age 80 for both male and female. Approximately 700 adult participants and 200 youth participants are expected to travel to Palm Beach County for the event.

Kiwanis Club College Football Roast

August 21, 2009 at the Palm Beach Gardens Marriott

College football season is just around the corner, and so is the Palm Beach Gardens Kiwanis Club Annual Football Roast. We have a great combination of new speakers and old favorites, local "celebrities" and people who just don't mind being embarrassed on stage!

USTA Summer Smash Regional Tennis Championships

August 29 - September 1, 2009 at Delray Beach Tennis Center

This youth tennis tournament will take place at several Palm Beach County tennis facilities, including the Delray Beach Tennis Center, the Delray Swim & Racquet Center, Boynton Beach Tennis Center, South County Regional Park, Boca Pointe Country Club, and Boca West Country Club. The event consists of 512 players competing in 4 boy's and girl's age divisions (12s, 14s, 16s, & 18s).

9th Annual North American One-Armed Golfer Championships

August 29 - September 3, 2009 at PGA National Resort & Spa

The 9th Annual North American One-Armed Golfer Championships will be held August 31 - September 3 at the PGA National Resort in Palm Beach Gardens. This tournament is an official qualifying event for the Fightmaster Cup. The week of events includes a welcome party, practice round, qualifying round, Championship match play, Championship Finals and an awards reception.

Under Armour Fall Classic

September 11 - 13, 2009 at Roger Dean Stadium

This showcase tournament will feature some of the top 17 & under travel teams throughout the United States. Each team is guaranteed to play 4 games. This will mark the Fall Classic's third year at Roger Dean Stadium.

KICK International Florida State Championship

September 25 - 26, 2009 at Northwood University

A new event for Palm Beach County, this open Martial Arts Tournament, specializing in youth competitors ages 4-17; styles include-Traditional Karate, Taekwondo & Kung Fu, XMA; Youth & Adult grappling. To be held at Northwood University, this event expects approximately 400 competitors.

SPORTING EVENTS COMING TO YOUR COMMUNITY

LEARN HOW TO GET INVOLVED

The Palm Beach County Sports Commission assists in bringing sporting events into your community. We are reaching out to local restaurants and attractions help to drive business to their establishments during these sports events.

The next big event is the U.S. National Water Ski Championships at Okechee Park on August 11 -15, 2009. We are working with select participating restaurants to offer special deals to the participants of the water ski tournament. A marketing piece with the specials along with activities in Palm Beach County to take part in will be included in their goodie bags, 1,000 will be made.

This is just the beginning of what the Sports Commission plans on doing to get the communities more involved and to stimulate the economy. If you are interested in partnering with the Sports Commission on an event in your community please contact Kris Pursell at (561) 233-3124 or kpursell@palmbeachsports.com

FOOTBALL SEASON IS GEARING UP

With the start of football season right around the corner, the Palm Beach County Sports Commission is excited to start working and promoting the 2009 Lou Groza Collegiate Place-Kicker of the Year Award.

The pre-season watch list will be unveiled live on "College Football Live" on ESPN for the first time. Each of the awards presented at The Home Depot ESPNU College Football Award Show will be highlighted during the show, featuring the contending outstanding student-athletes. The Lou Groza watch list will be broadcast on Wednesday, August 12 at 3:30 p.m. ET. This marks the first time such a series of announcements has taken place on ESPN.



In the football spirit, the Palm Beach County Sports Commission is also supporting and sponsoring the Palm Beach Gardens Kiwanis Club College Football Roast. They have a great combination of new speakers and old favorites, local "celebrities" and people who just don't mind being embarrassed on stage!

Please join us in supporting this event on Friday, August 21, from 11:30 a.m. to 1:30 p.m. at the Palm Beach Gardens Marriott, and cheer on your Canes, Gators, Seminoles and Fighting Owls.

PALM BEACH COUNTY SPORTS COMMISSION

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THE SPORTS COMMISSION APPROVED FUNDING FOR 10 SPORTS EVENTS

The Palm Beach County Sports Commission Board of Directors has approved grants to ten sporting events expected to boost Palm Beach County tourism from October 2009 through July 2010. These sporting events are anticipated to generate a total of 23,900 room nights and an estimated \$32 million in economic impact for Palm Beach County. Additionally from the three national televised golf tournaments, the ADT Skills Golf Challenge, the Allianz Golf Championship and the Honda Classic, Palm Beach County will receive approximately 3.6 million impressions.

Sports Commission President Patty Dent, Senior VP BankAtlantic, stated "The Palm Beach County Sports Commission is fortunate to be able to offer financial assistance to these ten events with our grant program. Many times the grant dollars are the deciding factor on whether or not an event comes to Palm Beach County."

In date order, the events supported by the Palm Beach County Sports Commission are:

The **ADT Skills Golf Challenge** from October 25-27, 2009. The ADT Skills Golf Challenge is a made for TV event scheduled to take place at The Breakers' Ocean Golf Course. The event features four PGA Tour Professionals paired with four sport and entertainment celebrities who will compete in skill competitions. The event will air nationally on NBC on December 26 and 27, from 4pm to 6pm EST. The Challenge is projected to generate over 400 room nights in Palm Beach County, and create an economic impact of over \$255,000.

The **American Youth Soccer Organization (AYSO) Florida State Games** is one of the largest soccer tournaments to take place in Florida. Although it is a state championship, teams from the Southeastern United States and overseas are expected to participate, generating over 700 room nights and \$459,000 in economic impact. This boy's and girl's tournament will take place on January 15-18, 2010 at Village Park in Wellington. Between 100 and 140 teams will compete in divisions ranging from 10 & under to 19 & under.



The **Allianz Golf Championship** will embark on its 4th consecutive year in Palm Beach County in 2010. The event is tentatively scheduled to take place February 8-14 at the Old Course at Broken Sound in Boca Raton. This is a major event on the Champions PGA Tour, featuring the top senior golfers in the country. The Championship is estimated to generate 1,700 room nights and over \$9 million in economic impact.

The **Delray Beach International Tennis Championship** is a professional men's tournament which is one of only 14 ATP events in North America. The event will take place on February 20-28, 2010 at the Delray Beach Tennis Center, and is anticipated to bring 700 room nights and \$3.5 million in economic impact to Palm Beach County. The 9-day tournament is seen nationally and internationally in over 100 countries.

The **Palm Beach Challenge** hosted by the Santaluces Athletic Complex will take place from February 27 – March 28, 2010. This event consists of NCAA and NJCAA baseball teams from across the country, traveling to Palm Beach County during their spring breaks to compete in this collegiate level, spring training forum. Approximately 50 to 60 teams are expected to attend the event generating 2,800 room nights and \$2 million in economic impact for Palm Beach County.

The **Honda Classic**, a prominent PGA Tour event, will take place on March 1-7, 2010, at the PGA National Resort & Spa in Palm Beach Gardens. The event is projecting 2,550 in room nights and over \$5 million in economic impact, and attracts some of the world's best golfers. The Classic consists of 144 golfers competing over 72 holes.

This year will mark the 7th year **Spring Fling** has taken place in Palm Beach County, after relocating from Panama City, Florida. Spring Fling is the largest spring training event in the country for women's collegiate and secondary prep school lacrosse. The event will be held from March 1-31, 2010, at several locations in West Palm Beach, Royal Palm Beach and Village Park in Wellington. This event will bring in over 2,000 room nights and \$1.5 million in economic impact for the county.



The **USTA National Spring Tennis Championships** is the highest level junior tennis tournament for 12 and under boys and girls. Each player competes in a minimum of 4 games in 4 days, with the winners of the 4th day continuing in competition based on single elimination for the championship. The youth tennis tournament will take place at the Delray Beach Tennis Center, the Delray Swim & Racquet Club and the Boca West Country Club from April 11-17, 2010. This tournament is expected to generate 600 room nights and \$727,500 in economic impact.

One of the most prestigious soccer tournaments in the country, the **American Youth Soccer Organization (AYSO) National Games**, will take place at the International Polo Club in Wellington from July 4-11, 2010. Over 200 teams and 3,500 athletes are expected to come from across the nation to compete in age division that range from 8 & under to 18 & under. The event will bring 10,500 room nights and over \$8 million in economic impact to Palm Beach County.

The **National Council of Corvette Clubs (NCCC) Convention** will take place at the Palm Beach International Raceway from July 23-30, 2010. The NCCC was founded to promote interest in Corvette ownership and operation. The event will consist of business meetings, social functions and a high speed and low speed competition. The event also features a drag race and exhibition races for skilled and novice drivers, bringing in an estimated 2,000 room nights and \$553,000 in economic impact to the county.

LOOKING FOR FALL INTERNS

The Palm Beach County Sports Commission has year-round opportunities for internships. These internships are offered to college students majoring in entertainment, sports management or other related fields. Interns working at the Palm Beach County Sports Commission will gain a broad understanding of sports tourism and event marketing as a whole, while working on various projects surrounding membership, public relations and event marketing.

The Sports Commission offers two basic programs for internships: A formal relationship where the intern obtains college credit and is overseen by the college, and produces papers/reports as necessary to obtain credit. An informal relationship where the intern does not need credit, but wants to gain experience on her/his resume.

Internships are offered in primarily two department areas, Marketing and Event/Operations. Students interested in an internship with the Palm Beach County Sports Commission please check the employment and internship section at www.palmbeachsports.com for all requirements and descriptions of the internships available.

CORPORATE SPONSORS



PALM BEACH COUNTY  SPORTS COMMISSION

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VOLUNTEER OPPORTUNITIES

Become a Super Bowl Ambassador

The Volunteer Services Department of the South Florida Super Bowl Host Committee is looking for friendly faces to welcome visitors and provide event information for Super Bowl XLIV and Pro Bowl 2010 activities. Dedicated and hospitable Ambassadors are instrumental to the production and success of Super Bowl XLIV and Pro Bowl 2010 activities and positively affect the economic impact to south Florida.

Ambassadors will be able to select their own volunteer activity and shift from a wide selection of opportunities. A sampling of activities includes Fan Plaza, Guest Relations at South Florida Airports and Hotels, Youth Clinics, South Florida Super Bowl Host Committee Parties, and much more! Detailed descriptions of activities and duties are located on their website at www.SouthFloridaSuperBowl.com.

You can contact the South Florida Super Bowl Host Committee at 305-614-7564, or email them at Volunteers@SouthFloridaSuperBowl.com.

EXPERIENCE THE SUPER BOWL LIKE NEVER BEFORE!

WWW.PALMBEACHSPORTS.COM