



FOR IMMEDIATE RELEASE
December 16, 2010

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**SPORTS COMMISSION SURPASSES \$100,000,000 MISSION
OF DIRECT VISITOR SPENDING**
Secures US Lacrosse Tournament in Phoenix

PHOENIX – US Lacrosse’s Under-15 National Championships presented by Champion will host the West Regional tournament in the Valley of the Sun, the Phoenix Regional Sports Commission announced today. By securing this event, the Sports Commission has surpassed its two-year campaign to land events that will drive a new \$100,000,000 of direct visitor spending to the Valley.

“The Sports Commission and our partners at the City of Phoenix are pleased to host another great US Lacrosse Championship,” said Phoenix Regional Sports Commission President Jon Schmieder. “We have a growing relationship with US Lacrosse that is evident by our hosting of this prestigious event.”

The US Lacrosse U15 National Championships West Regional tournament will take place May 13 – 15, 2011 at Reach 11 Sports Complex. The tournament is also slated to be played in Phoenix in 2012 and 2015 and will generate \$1.77 million yearly in direct impact for the Valley of the Sun.

Phoenix Mayor Phil Gordon and the Phoenix Regional Sports Commission Board Chairman Don Kile of The Ellman Companies participated in the ceremonial signing of the US Lacrosse deal tonight at Athletes Performance to exceed the "Hundred Million Dollar Mission." The campaign only included those events that came to Maricopa County as a result of the Sports Commission taking a lead role in securing them.

About the Phoenix Regional Sports Commission

A 501(c)(3) non-profit corporation, the Phoenix Regional Sports Commission was created in 1988. The mission of the Sports Commission is to “Enrich Our Community Through Sports” by representing the citizens of the Valley to bring national and international sporting events to the state, assist in the promotion of existing events and teams, and support youth sports programs. To learn more about the Sports Commission, please visit www.phoenixsports.org.

About US Lacrosse

US Lacrosse, a 501(c)(3) nonprofit corporation, is the national governing body for men’s and women’s lacrosse. US Lacrosse has more than 300,000 members in 63 regional chapters around the country. Through responsive and effective leadership, US Lacrosse strives to provide programs and services to inspire participation while protecting the integrity of the game. To learn more about US Lacrosse, please visit www.uslacrosse.org.