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FOR IMMEDIATE RELEASE

SENIOR SOFTBALL USA TOURNAMENT COMING TO SHAWNEE

Mid-America Sports Complex to Host July Event

SHAWNEE, Kan. March, 2011 – The Shawnee Convention & Visitors Bureau announced it has won the bid to host the Midwest Championship for Senior Softball USA. The tournament will be from July 5th thru 10th at the Mid-America Sports Complex in Shawnee.

Fran Dowell, executive director of SSUSA said “We looked at a lot of sites in the Midwest and Shawnee stood out above the crowd. The players like to come here, it’s quite comfortable for families and the city is going out of its way to make everyone feel welcome, Midwest style.”

Senior Softball USA, headquartered in Sacramento, California, has over 28,000 registered members with over two thousand participating teams during the 2010 season. The average player is 64 years old and the organization sponsors tournaments throughout the United States, as well as in Cuba, Spain, Japan and Taiwan.

In order to meet the number of hotel room nights required for the tournament, the Shawnee CVB worked in partnership with the Kansas City, Kansas Convention & Visitors Bureau, the Lenexa Convention & Visitors Bureau and the Merriam Visitors Bureau on the bid.

“Hosting this tournament is a huge step for us,” said Clifton Alexander, Chair of the Shawnee CVB. “We are very excited about the opportunity to showcase our city to a well established sporting organization with a national following.”

The total economic impact for the five-day tournament is estimated to be in the 2.5 to 2.75 million dollar range and includes hotel rooms, car rental, dining and entertainment, as well as sporting equipment rentals and purchases.

About the Shawnee CVB:

The Shawnee Convention & Visitors Bureau (CVB) functions as a division of the Shawnee Chamber of Commerce. The CVB is committed to promoting tourism for the city by leading and implementing marketing efforts to attract visitors and events to Shawnee. The CVB serves as the face of the city by hosting hospitality and welcoming tents at all major events and celebrations throughout the year. Emphasis is placed on joint partnerships and co-op marketing efforts with both state and regional tourism agencies and alliances. For more information, contact us at 913.631.6545 or visit our website at www.goodstartshere.com.

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