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PALM BEACH COUNTY SPORTS COMMISSION

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Palm Beach County Hosts Tournament for one of the Fastest Growing Sports

WEST PALM BEACH, FL –The Palm Beach County Sports Commission has worked in partnership with Aloha Tournaments, Inc to secure a major lacrosse tournament for Palm Beach County. Aloha Tournaments has joined forces with Cottle Lacrosse, HoganLax, Premier Players and the Florida Possums Lacrosse Club to present the inaugural Big Kahuna Lacrosse Tournament. The inaugural Big Kahuna Lacrosse Tournament will be taking place at Village Park in Wellington, FL on December 10-11, 2011.

According to the National Governing Body, US Lacrosse, Lacrosse is one of the fastest growing team sports in the United States. Youth participation in the sport has grown over 138% since 2001 to nearly 300,000. No sport has grown faster at the high school level over the last 10 years and there are now an estimated 228,000 high school players. Lacrosse is also the fastest-growing sport over the last six years at the NCAA level with 557 college teams in 2009.

The Big Kahuna Lacrosse event is expected to attract more than 40 traveling teams. Collectively, over 600 athletes are expected, in addition to coaches and spectators. The two-day tournament is anticipated to generate over 700 hotel room nights with an estimated economic impact of over \$245,000. This will be a great opportunity for hotels to see a pick-up in hotel room nights in addition to promoting an extended stay for families traveling with players looking for a vacation experience.

The event will showcase boy's middle school and high school aged teams from across the country. Divisions include U11, U13A, U13B, U15A, U15B, High School A and High School B. Each team will be scheduled for five games, three on Saturday and two on Sunday. There will also be an opportunity to showcase high school players to college coaches in competitive situations. Tournament officials will educate the participating players on the recruiting process by collegiate coaches.

The City of Wellington is also a major partner in this endeavor. Village Park will serve as the host venue and provide access to at least eight multipurpose fields. This is an opportunity to for the Palm Beach County Sports Commission to highlight one of the area's premier facilities and for Palm Beach County to build its resume of hosting lacrosse events, strengthening its relationship with the lacrosse community.

Aloha Tournaments was created in 1999 to develop, promote and host youth athletic tournaments in lacrosse and field hockey. The organization currently promotes more than 15 national lacrosse and field hockey tournaments, which feature age groups that range from grade school to high school. For more information on the Big Kahuna Lacrosse Tournament, call 410.592.9225, email info@bigkahunalax.com or visit www.tikitournaments.com.

About Palm Beach County Sports Commission

The Palm Beach County Sports Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the county as a sports and sports tourism destination. The Commission brings sporting events and activities to the county, enhances economic impact, stimulates bed tax revenues (primarily in the off-season) and maximizes utilization of county facilities. The Commission offers a full range of event service support, corporate partnerships, sponsorships and a local membership program that supports its goals. Local, regional, national and international marketing efforts are ongoing by the Commission with sports organizations and event owners. The Commission also produces sports-related programs for the residents of Palm Beach County including the Palm Beach County Sports Hall of Fame, the Lou Groza Collegiate Place-Kicker Award and the Kids Fitness Festival of the Palm Beaches and awards. For more information on the Palm Beach County Sports Commission go to www.palmbeachsports.com.

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