



NEWS

PALM BEACH COUNTY SPORTS COMMISSION

FOR IMMEDIATE RELEASE

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ASA Qualifier “Bash at the Beach” is coming to Palm Beach County

WEST PALM BEACH, FL –The Palm Beach County Sports Commission is teaming up with Florida Amateur Softball Association (Florida ASA) to host an ASA National Qualifying Tournament, the “Bash at the Beach”. This event is expecting to bring forty to fifty ASA teams to Palm Beach County traveling from the Southeast Region of the Country representing age divisions of 8U, 10U, 12U, 14U, 16U, & 18U. The winners of each age division will earn a respected bid to the 2012 ASA National Championships.

As the National Governing Body of Softball, the ASA promotes the sport of softball while allowing millions of players the opportunity to have clean fun at some of the most competitive levels. Carlton Benton, the liaison of Florida ASA, is thrilled to be bringing such an event to Palm Beach County. Benton goes on to mention, “We worked very hard with the Palm Beach County Sports Commission to bring this qualifier here and are overwhelmed with the superior softball venues. Hopefully, this will be one of many more ASA events to come to Palm Beach County.”

The “Bash at the Beach” will be held November 19 and 20, 2011 at three different County owned facilities. The three venues which are conveniently located a short commute from one another will be Okeeheelee Park in West Palm Beach, John Prince Park in Lake Worth, and Seminole Palms Park in Royal Palm Beach.

For more information regarding Florida ASA Softball, please visit www.playasa.org, email Carlton Benton at cb@playasa.org, or call 863.604.1836.

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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