



# NEWS

## PALM BEACH COUNTY SPORTS COMMISSION

### FOR IMMEDIATE RELEASE

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### INAUGURAL LACROSSE TOURNAMENT MAKES ITS DEBUT IN PALM BEACH COUNTY

**Palm Beach County, FL-** Lacrosse is the fastest growing sport in the United States. The sport has experienced a 37 percent increase in participants in 2012 and Palm Beach County resembles this national trend, experiencing an explosive growth rate. PEAK South Lacrosse is partnering with the Palm Beach County Sports Commission to continue this evolution by hosting the inaugural Peak South Lacrosse Showcase, happening in West Palm Beach this coming winter.

The PEAK South Lacrosse Showcase will take place on December 1-2, 2012 at Cardinal Newman High School. This elite lacrosse event will pair the finest 300 high school boys lacrosse players (grades 9-12), from the Southeast region and beyond, with the finest collegiate coaches. PEAK South has invited a core of college coaches that represent some of the most competitive academic and athletic institutions in the country. During the two-day event, players will have the opportunity to play for, and in front of, coaches from top NCAA Division I, II, and III programs. The colleges represented compete in the nation's most rigorous conferences, such as the IVY League, BIG East, and Atlantic Coast Conference. The goal of this inaugural showcase is to deliver a platform for those student-athletes who wish to pursue the highest level of success both on the field and in the classroom.



The players will be divided into competitive teams and are guaranteed to play a minimum of 5 games over 2 days. Top players, as selected by the college coaches, will compete in an All-Star game under the lights at 8pm on Saturday, December 1st. In addition to the tournament games, the event will include a college recruiting seminar for both the players and their parents. Tournament games will begin at 9am and conclude at 4pm on Saturday, December 1 and on Sunday, December 2, games will start at 9am and finish at 1pm.

In addition to developing the sport of lacrosse in Palm Beach County and hosting the premier high school lacrosse players in the nation, this tournament will provide an economic boost to the local economy. The influx of new visitors comprised of lacrosse athletes and their families coupled with the college coaches will fill hotel rooms and create additional revenues for Palm Beach County attractions, restaurants, shopping and retail outlets.

For over 22 years, PEAK South Lacrosse events have demonstrated an unrivaled level of excellence in the development and recruitment of the nation's most elite lacrosse players. With the growth of lacrosse accelerating at an exponential rate, PEAK Lacrosse maintains a philosophy that it's essential to provide the southern United States with the exposure that is synonymous with the PEAK name. This is the genesis of PEAK South Lacrosse Showcase, which will become one of the most coveted two-day, national high school recruiting events in Florida.

For more information on the tournament or for a complete event schedule, visit [www.peaksouthlacrosse.com](http://www.peaksouthlacrosse.com). For more information on the Palm Beach County Sports Commission, visit [www.palmbeachsports.com](http://www.palmbeachsports.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. For more information on the Palm Beach County Sports Commission go to [www.palmbeachsports.com](http://www.palmbeachsports.com).

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