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2012 WINTER EQUESTRIAN FESTIVAL RETURNS WITH \$6.5 MILLION IN PRIZE MONEY

Many people often rejoice in the change a new year brings. However, a new year also celebrates a continuation in history and tradition of long established events. The Winter Equestrian Festival (WEF) will once again take place in Palm Beach County, which has developed a rich 33 year history. The 2012 WEF will take place at the Palm Beach International Equestrian Center in Wellington, FL January 11-April 1.

The Palm Beach County Sports Commission has worked in partnership with Equestrian Sport Productions since 1994 in bringing the Winter Equestrian Festival to Palm Beach County. During this time, nearly one million room nights have been estimated. In 2012 alone, the 12 week event is anticipating more than 97,000 room nights with over \$120 million in economic impact, according to a 2011 recent economic impact study sponsored by the Village of Wellington and the Palm Beach County Sports Commission.

Not only is the Winter Equestrian Festival the largest annual sporting event in Palm Beach County, it is the longest running equestrian event in the world, attracting national and international athletes. The event hosts 5,000 horses and 2,800 riders from 49 states and 30 countries. Participants will

compete in Hunters, Jumpers and Dressage classifications where the prize money has been increased this year to \$6.5 million. The increase in prize money helps to attract more Olympic-class and international riders.

The Winter Equestrian Festival is an opportunity for Palm Beach County to showcase the versatility of the community as a unique sports tourism destination. Beautiful, sandy beaches and sparkling blue waters aren't all Palm Beach County has to offer. The area is also rich in acres of polo and equestrian facilities. The newly renovated Palm Beach International Equestrian Center covers more than 500 acres and offers the latest in facilities. Not only can you enjoy the action in the stadium,

but there are also galleries for shopping, wine and coffee bars, tasty food fare and children's areas. Organizers have also spent \$25 million on upgrades, including a newly aligned road leading to the Equestrian Center and high-grade footing in show rings.

General admission is free but some events do require tickets and VIP seating is available. For ticket packages and a complete schedule of events, visit www.equestriansport.com. Experience what's in your backyard at the 2012 Winter Equestrian Festival.



RANDY BULLOCK WINS THE 20TH ANNUAL LOU GROZA AWARD



Nearly one million households watched as the 20th Annual Lou Groza Award was presented to Texas A&M placekicker Randy Bullock live during the ESPN College Football Awards Show.

"I'm honored to be the recipient of this year's Lou Groza Award," said Bullock. "I'd like to thank the Groza Committee and the Palm Beach County Sports Commission for this

opportunity. Coach (Nick) Toth has done a great job with the special teams here and you have to give credit to everyone involved with our special teams whenever any single player gets an individual honor."

In every game of the 2011 season, he has connected with at least one field goal, including multiple connections in seven games. A senior, Randy Bullock has had a record-breaking season. He has become Texas A&M's all-time leading scorer with 350 points, surpassing the old mark of 325.

Through 12 games, he connected on 25 of 29 field goals and 52 of 54 extra point attempts. In his stellar senior season, Bullock set a new Texas A&M single season record with 25 field goals made surpassing Scott Slater's 1986 record of 21. The Klein, Texas native finished one point shy of Joel Hunt's 1927 school record of 128 points made in one season.

Bullock beat out Florida State's Dustin Hopkins and the University of Florida's Caleb Sturgis for the award. Hopkins finished the season as the 2nd ranked scoring player in the ACC and was selected as a first team member of the 2011 All-Atlantic Coast Conference squad. Sturgis also had a great season topping the SEC among kickers for field goals made and converting three field goals from over 55 yards, two from 55 and a third from 51.

Bullock is the first place-kicker from Texas A&M to win the Groza Award and the third kicker from the Big 12 Conference, joining Kansas State's Martin Gramatica (1997) and Oklahoma State's Dan Bailey (2010). The national panel of voters is comprised of college football media, FBS division coaches, past winners and conference officials.



DELRAY BEACH ATP EVENTS COMING UP IN FEBRUARY



The 20th anniversary of the Delray Beach International Tennis Championships (ITC) is coming up next month (February 24-March 4), and the tournament on Delray's famed Atlantic Ave is celebrating with another banner year for both its ATP World Tour and ATP Champions Tour events.

Americans Andy Roddick, John Isner and the world ranked No. 1 Bryan brothers doubles team will lead the ATP World Tour draws while Ivan Lendl, Michael Chang, Mats Wilander and Pat Cash head up the 8-player ATP Champions Tour event. The 10-day ITC is the only event in the world where fans can see both tournaments at the same venue the same week.

Roddick, the former Boca Raton resident and 2003 US Open champion, made his pro debut in Delray Beach in 2000 as a 17-year-old and then developed into the top American of the decade. Isner has carved out a place for himself in the Top 20—adding to the notoriety he earned from his Wimbledon record-setting performance two years ago.

In addition to watching the world's top players, fans will find plenty to do at the intimate Delray Beach tennis site: great food and drink at every turn, entertainment provided by the ITC VolleyGirls and daily live bands (including guest appearances by the Bryan Bros Band), a Lifestyle plaza with interactive displays and the latest in tennis apparel and merchandise.

The most popular Reserved Series packages include the Diamond Series (\$540, all 18 sessions); the Champions Series (\$320, sessions 1-9), which combines all ATP Champions Tour matches and four ATP World Tour sessions; the World Tour Series (\$430, sessions 6-18), including All ATP World Tour matches plus two days of ATP Champions Tour matches (including the final); and the Weekender Series (\$220, sessions 14-18), featuring ATP World Tour quarterfinals, semifinals and finals.

Individual tickets range in price from \$12 to \$35 for grandstand seats, \$20 to \$60 for reserved seats, \$35 to \$90 for box seats and \$150 to \$250 for best seats in the house.

To purchase tickets call 561-330-6000, order online at www.YellowTennisBall.com or in-person at Walmart's Ticketmaster outlets. Complete tournament information is available at YellowTennisBall.com.

THE SAILFISH OPEN COMES TO PALM BEACH COUNTY



The Palm Beach County Sports Commission is teaming up with the World Fishing Tour, LLC to bring the Sailfish Open to Palm Beach County. The Sailfish Open previously held at Hawk's Cay in Duck Key is an official leg of the Sailfish Pro Series. This event will be held February 1-3. This will be the fourth year for the highly acclaimed Sailfish Open, slated to attract a fleet of 30-40 sport fishing teams of 7-8 people, competing for cash prizes of \$25,000 per division and a one-of-a kind custom-made crystal trophy. Last year's tournament awarded \$250,000 in prize money.

The three day tournament, which is nationally televised on NBC Sports to 82 million households, includes the following events; a Captains meeting and Kick-Off Party on February 1st; fishing competition February 2nd, followed by a dock party; and fishing competition followed by an awards dinner February 3rd. The Sailfish Open will utilize various marinas throughout Palm Beach County. This event is the third leg of a South Florida series.

"Palm Beach County has a long and illustrious history with the sport of sailfishing and that makes it an ideal location for this year's Sailfish Open. We are very excited about helping to rejuvenate interest in the sport while recognizing Palm Beach County as a world class sailfishing destination", says Christopher King, Chairman World Fishing Tour.

This first year event is projecting approximately 1,500 room nights and an economic impact of over \$1.5 million dollars. For more information regarding the Sailfish Open, please visit worldfishingtour.com or contact Sheri Richards at (404) 787-3210.

FLORIDA'S LARGEST FREE OUTDOOR YOGA EVENT

On Saturday, January 21, 2012 from 8:30am-5:00pm, over 1500 people are expected to stretch, strengthen, relax and breathe along the beautiful intracoastal waterway as they participant in the 6th straight year of the West Palm Beach Yoga Day at the Meyer Amphitheatre.

Participants will enjoy a day of yoga outdoors taught by certified and registered yoga teachers (RYT) who have met national training standards. Classes will include yoga foundations, flow, balance, kid's yoga, ashtanga, and many more.

Perfect for beginners! You don't need to be flexible or stand on your head to practice yoga. Practiced by over 17 million

YOGA (CONTINUED)

Americans, Yoga challenges the body and calms the mind while providing a sense of relaxation and rejuvenation. "There is a style of yoga to suit everyone regardless of age, body type or fitness level", said Therese Abair, Living Fit Today and West Palm Beach Yoga Day co-founder. "Bring your mat or buy one there, bring a few friends and most of all your sense of adventure."

For more information please visit <http://YogaDay.LivingFitToday> or call (561) 281-5895.

PBCSC RECOGNIZES MEMBERS FOR OUTSTANDING SERVICE

The Palm Beach County Sports Commission (PBCSC) recognized two outstanding members, Jeff Zipper and Guy Quattlebaum, as recipients of the 2011 Lois Kwasman MVP Award for their commitment and service to the organization. The award was named after the late Lois Kwasman, in honor of her hard work and dedication as a board member with the Palm Beach County Sports Commission, and as a leader in the community.



Jeff Zipper currently serves on the PBCSC Board of Directors, and is the Chair of the Kids Fitness Festival and a member of the Executive Committee. Jeff is a Certified Financial Planner™ Professional/Senior Investment Advisor and holds Chartered Market Technician and Chartered Financial Analyst designations. He is a Senior Vice President at PNC Wealth Management in Palm Beach. Jeff played basketball and track and field (discus) at State University of New York at Cortland, was Assistant General Manager of the Jersey Turnpikes, United States Basketball League and currently coaches youth basketball.

Guy Quattlebaum has served on the PBCSC Board of Directors since November 2007. He is currently the PBCSC Vice President. He is a member of the Litigation Group in the West Palm Beach office of Akerman Senterfitt. Mr. Quattlebaum has been named a Florida "Legal Elite" by Florida Trend Magazine 2006 through 2011. He has also achieved an AV-Rating from Martindale Hubbell's Peer Review Rating system, the highest rating awarded in both professional ability and ethical standards.

"Jeff and Guy are both very deserving of the Lois Kwasman Award, as they have gone beyond the call of duty for the Palm Beach County Sports Commission. Their loyalty, commitment and dedication is what helps the success of the organization," said Michael Brady, President of the PBCSC.

THE BATTLE OF FLORIDA



The Battle of Florida Collegiate All-Star football game will be held in Boca Raton, Florida on January 21, 2012 at 8:00pm EST. This is a week-long event extravaganza culminating with the football game at the new Florida Atlantic University football stadium on Saturday evening. The game will be televised live nationally by Fox College Sports.

The game is divided along North and South lines and NFL draft eligible collegiate players will be invited to participate. The inaugural game features the return to the coaching sideline of Bobby Bowden for the North Florida team facing off against Howard Schnellenberger coaching the South Florida team. The game is limited to players that either played high school or college football in the State of Florida. Some of the nation's top athletes grew up playing high school football in Florida and are now team leaders at top universities around the country.

The game will feature Florida football bragging rights and will be the only

college All-Star game with a full team approach anywhere in the nation. The concept of a true state battle of collegiate football supremacy has been well received by all college football enthusiasts around the nation and in the State of Florida.

The days leading up to the game will feature combine events provided by a leading NFL combine training company as well as a full slate of player related activities during the week. Hundreds of NFL and pro football scouts will also be in attendance daily at each of the practices.

Throughout the week there will be a wide variety of family-friendly events that will allow those in attendance the opportunity to spend time with NFL players, celebrities, and team members from The Battle of Florida. These events will include a concert, The Battle of the Beauties, a formal charity dinner, a bowling tournament, a celebrity barbeque cookout, and numerous other activities and events. Many of the events will feature high profile current and former Florida athletes including those who have moved on to be well known in other fields, i.e. entertainment. Come cheer on your favorite Florida athletes.

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1555 Palm Beach Lakes Blvd., Suite 930
West Palm Beach, FL 33401
Tel: (561) 233-3180 Fax: (561) 233-3125

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