



June 2012

# GAME ON!



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## US ROAD SPORTS & ENTERTAINMENT GROUP PURCHASES THE PALM BEACHES MARATHON

Eight years after its dramatic debut with a spectator-lined course and capacity crowd finish area, the popular Palm Beaches Marathon has been sold by the Chamber of Commerce of the Palm Beaches to US Road Sports and Entertainment Group. The company, based in Dallas, produces endurance events around the nation, with five in Florida, including the internationally recognized ING Miami Marathon that sold out this past year at 25,000 runners.

aces in Florida, including the internationally recognized ING-Miami Marathon and Half Marathon. With the leadership and expertise of US Road Sports, the Palm Beaches Marathon is now on track to become the nationally recognized race that the Chamber envisioned when they founded it.”

The Palm Beach Marathon Festival Weekend is held each year in early December and 2012 marks its ninth year. The race is recognized within the running circuits as one of the country’s most beautiful marathon courses. Last year it attracted 3,900 participants for all of the events, and US Road Sports expects participation to increase to more than 5,000 in 2012. “We are very excited and proud to be the new owners of the Palm Beaches Marathon.



In 2009, the Chamber sold its marathon to Chris Devine of BDO Management in Chicago. After three years, the race was then re-acquired by the Chamber in early 2012. Originally conceived as an economic catalyst to attract more out-of-market visitors to the Downtown core and add an important new element to the branding of West Palm Beach as a vibrant, energetic city with a menu of quality events and programming, the marathon accomplished its mission in its early years, but quickly outgrew the organizational capabilities of the Chamber. “The Chamber is very pleased that US Road Sports will be the owner operator of the Palm Beaches Marathon,” said Dennis Grady, CEO of the Chamber of Commerce of the Palm Beaches. “They are one of the largest owner and operator of marathons in the United States, and manage a number of

Anyone who is familiar with this area knows that the Palm Beaches is one of the premier destinations in the world,” said US Road Sports Managing Partner and Founder Peter Handy. “Partnering with the Chamber of Commerce is a unique strategy and will provide a dynamic combination of strengths that will deliver a spectacular weekend of running for years to come.”

The 26.2 mile course runs between West Palm Beach and Lantana. The activities also include a 5K, 10K and children’s races. The events attract many participants from outside

## Sponsors



**US ROAD SPORTS & ENTERTAINMENT GROUP PURCHASES THE PALM BEACHES MARATHON (CONTINUED)**

Florida. Among last year's winners were individuals from Nova Scotia, Texas, Louisiana and Connecticut. "Most residents and visitors of Downtown West Palm Beach are interested in healthy active lifestyles and outdoor activities, so the Palm Beaches Marathon, owned by a company known for its top quality events, is a brand-builder for our Downtown," said Raphael Clemente, executive director of the West Palm Beach Downtown Development Authority.



US Road Sports & Entertainment Group is a health and wellness organization dedicated to the production of world-class endurance events. The mission of US Road Sports is to

offer an unparalleled participant sports experience that showcases host communities and endures as a deeply valued local asset through events that are a part of the city's culture, identity and brand. For each participant, US Road Sports strives to offer events that allow participants of all skill levels the opportunity to improve their physical and mental health and accomplish life-altering goals while having fun. US Road Sports provides sponsors and municipalities highly effective exposure to help maximize their presence and message in the community.



For more information on the Palm Beaches Marathon, please visit [www.runpalmbeaches.com](http://www.runpalmbeaches.com).

**MAJOR LEAGUE LACROSSE ALL STAR GAME IS COMING TO THE BEACHES OF BOCA RATON**

Major League Lacrosse (MLL) has partnered with the Palm Beach County Sports Commission and Florida Atlantic University (FAU) to bring the 2012 Major League Lacrosse All-Star game to Palm Beach County and Boca Raton. The MLL All-Star Game will take place at the new FAU Stadium in Boca Raton on Saturday, June 30th at 7:30pm EST. The All-Star Game will be televised live on ESPN 2. This will mark the first event in League history that will take place in the state of Florida.



Palm Beach County's bid to host the Major League Lacrosse All-Star game is a special occasion for Florida, where lacrosse is the fastest growing sport in the state. The ten previous All-Star games have taken place in the Northeast or the Midwest, which are locations that include the highest levels of lacrosse participation. The newly built FAU Stadium, with a seating capacity of 30,000, is a \$70 million investment that opened in October 2011. FAU is home to the only stadium in the United States that offers a view of the Atlantic Ocean. The MLL All-Star game will represent the first sporting event to take place in the new stadium that will be televised on national TV.

Special ticket pricing is available for the momentous All Star Game. To purchase tickets, visit [www.palmbeachsports.com](http://www.palmbeachsports.com). You will find the link that will prompt you to ticketmaster. Use the promotional code PBCSC for special pricing.



**PALM BEACH COUNTY SPORTS COMMISSION**

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## SOFTBALL MAKES A BIG IMPACT IN PALM BEACH COUNTY



Softball means big business for Palm Beach County during the summer of 2012. Softball diamonds across the County will be filled with action. More than 300 teams and 4,500 athletes will be playing softball in Palm Beach County and generating over \$ 1 million of direct visitor spending.

Organizations such as the Amateur Softball Association of America (ASA), the United States Specialty Sports Association (USSSA), the United States Fastpitch Association, and Florida Half Century Softball will be hosting statewide and national tournaments.

The Palm Beach County Sports Commission is partnering with Palm Beach County Parks and Recreation to bring the National Governing Body for the sport to Palm Beach County. The ASA Gold Territory Qualifier will be the largest ASA tournament to take place in Palm Beach County. This girls' fast-pitch softball tournament will take place on June 8-10 and feature age divisions that range from 10u to 18u. The tournament will utilize 19 fields over 4 venues, which include Lake Lytal Park and Okeehetee Park in West Palm Beach, Seminole Palms Park in Royal Palm Beach, and John Prince Park in Lake Worth. The tournament is expected to draw 100 teams from across the southeast region. The "Gold" division represents an elite classification of fast-pitch softball players, which will attract collegiate scouts.



The Palm Beach Gardens Youth Athletic Association and the Jupiter Tequesta Athletic Association will partner to host the annual Swamp Classic, which is sanctioned by the United States Fastpitch Association. This girl's fast-pitch tournament will take place at the Lake Catherine Softball Complex in Palm Beach Gardens and Jupiter Community Park on June 22-24. Over 100 teams, consisting of age groups that range from 6u to 18u, are expected to compete.

The Palm Beach County Sports Commission is working with the Florida Half Century Amateur Softball Association to host the Florida Half Century Summer Classic on June 23-24. This a 50 or older men's slow pitch softball tournament, which will utilize 10 softball fields over 3 venues (Seminole Palms Park in Royal Palm Beach, Okeehetee Park in West Palm Beach, and John Prince Park in Lake Worth). A total of 55 teams from across the state of Florida will compete in 5 skill brackets. This is the first statewide Half Century tournament to take place in Palm Beach County in more than 10 years.

The USSSA Florida Fastpitch Softball State "B" Championships will take place in Palm Beach County on July 6-8 for the second consecutive year. The event is expected to draw more than 80 teams and 1,500 athletes from across the state of Florida. The event will feature a variety of age groups ranging from 8 & under to 18 & under. The USSSA State "B" Fastpitch Softball Championships is the largest statewide softball tournament taking place in Florida. USSSA will utilize 15 softball diamonds at three different venues, which include Okeehetee Park, John Prince Park, and Seminole Palms Park. USSSA is comprised of 700 registered teams in the state, the most of any softball organization.



The Palm Beach County Sports Commission has developed strong relationships within the softball community, allowing Palm Beach County to successfully host a diversified portfolio of softball tournaments. Parks and Recreation's efforts and commitment towards these tournaments play a vital role in maintaining great relationships with these organizations. Softball is experiencing one of the fastest growing participation levels for sports in the United States. The Palm Beach County Sports Commission will continue to look for opportunities to develop tourism and economic benefits through the sport of softball.



## JUST A FEW WEEKS LEFT TO REGISTER FOR THE KIDS FITNESS FESTIVAL OF THE PALM BEACHES!



Each July, over 5,000 South Florida youth gather for two days of FITNESS and FUN at the Kids Fitness Festival of the Palm Beaches. Full of excitement and energy, this event gives participants

the opportunity to get hands on experience and develop skills in numerous interactive sports clinics. The 2012 Kids Fitness Festival will be taking place on Wednesday, July 11 and Thursday, July 12 from 10am to 3pm at the Palm Beach County Convention Center.

Over 100,000 square feet of floor space is occupied by an endless list of sports and activities where elementary and middle school children can learn the fundamentals of over 40 sports during the two-day event. The Kids Fitness Festival of the Palm Beaches gives children a unique opportunity to interact with the area's leading

instructors to learn both mainstream sports, such as football, baseball, cheerleading and basketball along with sports that are not commonly found in the general school system, such as badminton, equestrian, golf, fencing and martial arts. There is truly something for everyone at the Kids Fitness Festival. In addition to the sport clinics, the festival will also offer a midway of interactive games, the opportunity to meet professional athletes and mascots and a number of exhibitors promoting nutrition and healthy lifestyles for youth.

REGISTER NOW for South Florida's largest multi-sport festival! Early registration is only \$12 per person if registered by June 15 and \$17 after June 15. Contact the Palm Beach County Sports Commission at 561.233.3180 or visit [www.palmbeachsports.com/kff](http://www.palmbeachsports.com/kff).

## CORPORATE SPONSORS



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