



**NEWS RELEASE**

For Immediate Release  
Rick Dunlap, Director of Communications  
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**State Games of America organizers & sponsors announce details of national sports competition coming to Hershey Harrisburg Region**

*2013 State Games of America -- July 31 - August 4, 2013*

**Harrisburg, PA** – Official event organizers and sponsors today announced the details of the 2013 State Games of America ([SGA](#)) national sports competition taking place this summer in Pennsylvania’s Hershey Harrisburg Region (HHR) from July 31–August 4, 2013.

This marks the 8th year for the biennial Olympic-style State Games of America featuring competition between State Games medal winners (gold, silver, and bronze) from across the nation and represents only the second time it has been held on the East Coast.

Today’s event was held trackside at the new Bishop McDevitt High School ([BMHS](#)) multi-sports facility that opened January 2013 in Dauphin County’s Lower Paxton Township. The new stadium complex located on the 87-acre campus features an 8-lane track, jumping pits, throwing areas, and a new artificial-turf football field.

“The Hershey Harrisburg Region has grabbed the gold standard for amateur athletic competitions as host of the 2013 State Games of America,” said Mike Pries, Dauphin County Commissioner. “This marks the pinnacle of our climb to becoming a top sports event destination in America. Securing SGA was an essential step toward solidifying our place among those locations within the industry renowned for their ability to host large premier tournaments.”

Already scoring a hat trick with accessibility, affordability, and versatility as reasons to consider this popular family-friendly travel destination in the Mid-Atlantic, the thought of adding “scalability” has tourism officials energized.

“Our portfolio of venues, lodging capabilities and event services now includes the ability to accommodate a prestigious national Olympic-style event with 10,000 athletes and families from 30 states,” said Gregg Cook, Sports Marketing Manager for the Hershey Harrisburg Regional Visitors Bureau. “Hosting an event of this scale now leaves very few national events out of reach for us to pursue.”

The Hershey Harrisburg Regional Visitors Bureau (HHRVB) was responsible for securing the event for 2013 and has continued to serve as a pivotal partner with the National Congress of State Games and Keystone State Games, Inc., the company that was hired to produce the SGA event in 2013 and has produced the Pennsylvania Keystone State Games and PA Senior Games annually for over 30 years.

HHRVB has assisted event producers by securing sponsorships, orchestrating marketing and communications, developing regional tours for participants and families, and will be producing the grand Opening Ceremony at the GIANT Center in Hershey on Friday, August 2 at 6pm.

The Opening Ceremony to welcome the anticipated 10,000 athletes and their families will feature *X Factor’s* season-two finalist group Fifth Harmony and include a traditional Parade of Athletes; the National Anthem; Torch Presentation; Cauldron Lighting; Laser Light Juggling and Stunt Show; and more according to event organizers.

The Cauldron and Torch were unveiled at today’s event by [James Turban](#), a Perry County artist and metal sculptor who custom-built the iconic instruments of opening ceremonies. The torch includes aluminum, brass, and copper. The cauldron features a 24-inch diameter burner that will project a 2-foot high flame.

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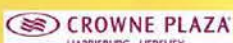
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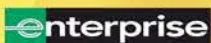
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### By The Numbers – SGA 2013

- **\$25 million** Economic Impact from SGA 2013 & KSG/PA Senior Games for 4 years.
- **\$9.3 million** Specific Economic Impact from SGA 2013.
- **2,600** Room Nights sold currently not counting event staff. (and growing)
- **25** Facilities being used to host sports
- **\$125,000** Rental Fees paid for facility rentals this year for SGA alone.

### About Sponsors

- **Platinum Sponsor**
  - Highmark Blue Shield
- **Gold Sponsors**
  - PA Department of Community & Economic Development
  - Dauphin County & Dauphin County Commissioners Office
- **Organizing Sponsors**
  - Hershey Entertainment & Resorts
  - National Congress of State Games
  - Keystone State Games, Inc.
  - HHRVB
- **Bronze Sponsor**
  - Harrisburg International Airport
- **All Star Sponsors**
  - U.S. Army Recruiting Battalion - Harrisburg
  - Enterprise Rental,
  - Delaware Valley Concrete
- **Supporting Sponsor**
  - Crowne Plaza Harrisburg Hershey

### About The State Games of America (SGA)

The State Games of America is a biennial Olympic-style event featuring competition between State Games medal winners (gold, silver, bronze) from across the nation. There are currently 31 states conducting or organizing statewide sports festivals known as State Games. Medal winners from State Games programs in 2011 and 2012, as well as medal winners from the 2011 State Games of America in San Diego are eligible to compete in the Hershey Harrisburg region in 2013. 2013 marks the 8th year for the State Games of America, which returns to the East Coast for just the second time in the event's history. The sports event will be managed by the Keystone State Games, while Opening Ceremonies and visitors' needs will be handled by the Hershey Harrisburg Regional Visitors Bureau

### About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)

The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania's Dauphin and Perry counties. This Destination Marketing Association International (DMAI) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers, event organizers, sporting event producers and group tour leaders in order to stimulate the local economy and support tourism-related jobs. For more info go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org), or call 877-727-8573.

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### PHOTO SHEET ATTACHED:



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### PHOTO SHEET:



(L-R): Owen Costello, Keystone State Games (SGA Sports Producer); Kelly Lieblein, Highmark Blue Shield (Platinum Sponsor); Mary Smith, Hershey Harrisburg Regional Visitors Bureau (SGA Entertainment Producer); James Turban, Perry County Artist (SGA Cauldron & Torch fabricator).



(L-R): Mike Pries, Dauphin County Commissioner (Gold Sponsor); Owen Costello, Keystone State Games (SGA Sports Producer); Diane McGraw, PA Tourism Office (Gold Sponsor); Gregg Cook & Mary Smith, Hershey Harrisburg Regional Visitors Bureau (Entertainment Producer); Carolyn Newhouse, PA Dept. of Community & Economic Development (Gold Sponsor).



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The custom-built cauldron created by Perry County artist and metal sculptor James Turban for the 2013 State Games of America features a 24-inch diameter burner that will project a 2-foot high flame. Every piece was fabricated by Turban in his workshop over a period of 12 months.



The custom-built torch created by Perry County artist and metal sculptor James Turban for the 2013 State Games of America features aluminum, brass, and copper. Turban went through many prototypes in the creative process before basing his final design on a baseball bat.