



NEWS RELEASE

For Immediate Release.

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Greater Lansing Sports Authority Website Wins Outstanding Site of the Year from NASC

LANSING, Mich.—The Greater Lansing Sports Authority (GLSA) is pleased to announce that its website (www.lansingsports.org) was recently awarded **2009 Outstanding Website of the Year** honors by the **National Association of Sports Commissions (NASC)** at the association's Annual Conference held in Denver, Colorado.

The GLSA website was selected as best-of-class out of over 200 other NASC member sites in the small to mid-sized market category. Websites were judged by a panel of industry peers on the criterion of originality, creativity, ease of navigation, interactivity and effectiveness in obtaining overall marketing objectives.

"We're thrilled to have received this award from the NASC and our esteemed colleagues," said Mike Price, Manager of Sports Development for the Greater Lansing Sports Authority. "Our website has been a great marketing tool to get our message out and to promote the Greater Lansing Region as a sports event destination. Thanks go out to our marketing communications department and we look forward to continuing to promote Greater Lansing and its sports venues through this interactive medium."

The National Association of Sports Commissions (NASC) is the sports event industry's leading networking organization. Founded in 1992, the NASC represents nearly 500 organizations and 300 cities within the sports event industry across the United States, Canada, and Puerto Rico.

For additional information on the Greater Lansing Sports Authority and its award-winning website, please visit www.lansingsports.org or contact Mike Price at 517-377-1411.

The Greater Lansing Sports Authority (GLSA) is a division of the Greater Lansing Convention and Visitors Bureau.

The GLSA's mission is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region. The GLSA will strive to enhance the quality of life for area residents through the development of local sports and fitness programs for all ages, and to support the continued development and maintenance of safe, high-quality athletic facilities.

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