



MEDIA ADVISORY

Media Event – Sunday, November 10, 2013 – 1:30 p.m.

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Greater Lansing Area Selected to Host 2014 USA Curling Arena National Championships

WHO: Representatives from USA Curling, the Lansing Curling Club, Summit Sports & Ice Complex and the Greater Lansing Sports Authority.

WHAT: The Greater Lansing region was recently selected to host the 2014 USA Curling Arena National Championships in June 2014. Representatives from various groups that sought to bring this national event to the community will be on hand to discuss the event, the impact it will have on the community and even give media in attendance the opportunity to try curling!

WHERE: The Summit Ice & Sports Complex, 9410 Davis Highway, Dimondale.

WHEN: Sunday, November 10, 2013
Press Conference: 1:30 p.m.
Media Intro to Curling 101: 2:00 p.m.

WHY: To gain a better understanding of the sport of curling and learn first-hand from the event organizers about the impact this national event will have on Greater Lansing.

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 strives 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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