



**Greater Boston Convention & Visitors Bureau and St. Louis Convention & Visitors Commission
Place World Series Wager**

BOSTON, MA - Oct. 24, 2013 - Game 1 of the World Series (Boston Red Sox vs. St. Louis Cardinals) may be over, but the friendly wager between St. Louis Convention & Visitors Commission President Kathleen "Kitty" Ratcliffe and Greater Boston Convention & Visitors Bureau President Pat Moscaritolo is still very much up in the air.

The Wager: The losing destination will have some explaining to do when their organization's Facebook profile picture is changed to show their CVB or CVC president in the opposing team's ball cap, holding up a sign exclaiming their love for the winning team!

"I am totally confident the comeback Cardinals will 'sock' it to the Sox and continue to reign over the baseball world," said Ratcliffe. Moscaritolo, not surprisingly, disagrees. "I have already picked out a ball cap," said Moscaritolo. "Remember to smile big for the camera!"

All playful banter aside, both Ratcliffe and Moscaritolo appreciate the excitement and economic activity in the St. Louis and Boston communities during the World Series. They are also happy for hospitality industry members who will be working extra shifts as a result of their team's success. The St. Louis Convention & Visitors Commission and Regional Chamber estimate the total economic impact of each home World Series game will be approximately \$7.9 million; \$3.7 million of this total will be direct spending in and around Busch Stadium, and \$4.2 million of it will be in indirect spending, as those dollars circulate throughout the region. The Greater Boston Convention & Visitors Bureau estimates the total spending impact for each Boston home game will be between \$5.7 to \$6.3 million.

The Greater Boston Convention & Visitors Bureau (GBCVB) is the primary private sector marketing and visitor service organization charged with the development of meetings, conventions and tourism-related business to enhance the economy of Boston, Cambridge and the greater metropolitan area. For more information on what to do, where to stay, and what to see when visiting Boston visit www.BostonUSA.com.

The St. Louis Convention & Visitors Commission is the official destination marketing organization for St. Louis City and County for visitors of all types. The CVC also operates the America's Center® convention complex, which includes the St. Louis Executive Conference Center and the Edward Jones Dome. For more information on visiting St. Louis log onto www.explorestlouis.com.