



For Immediate Release
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Raleigh to Host 2011 Pop Warner Mid-South Championships *Football and Cheerleading Competition Comes to Raleigh*

Raleigh, NC – The Greater Raleigh Convention and Visitors Bureau (GRCVB) is proud to announce the 2011 Pop Warner Mid-South Championships for football and cheerleading will be held November 24-27, 2011 in Raleigh, NC.

The 2011 Pop Warner Mid-South Championships for football and cheerleading will be hosted by the Consolidated Football Federation of Raleigh and serves children ages six to 14-years-old. The Raleigh Convention Center will host cheerleading competitions, and football competition will be held at area high schools in Wakefield, Heritage and Garner.

The Greater Raleigh CVB is excited to see Raleigh host the competition, after it was previously held in Charlotte for the past five years.

"We are thrilled to add this premier event to Raleigh's annual sports calendar," said Scott Dupree, Greater Raleigh CVB Vice President for Sports Marketing. "It would be a major event in terms of visitor spending and hotel room nights at any time of year, but the fact that it takes place on Thanksgiving weekend, which is a traditionally slow time for our local hospitality industry, makes it especially attractive. Tori Collins (GRCVB assistant director of sports marketing) did a magnificent job of working closely with Pop Warner to bring this great event to Raleigh."

The Greater Raleigh Convention and Visitors Bureau expect this event to bring thousands of individuals to the Raleigh area and generate more than \$1 million in visitor spending.

The event is expected to yield:

- Approximately 3,600 participants
- Approximately 6,000 total visitors
- Approximately 2,900 hotel room nights
- Approximately \$1.3 million in direct visitor spending

The Greater Raleigh Convention and Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.