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Albany hosts “Fittest on Earth” at CrossFit Games

Annual fitness competition continues to bolster Albany’s reputation as a tournament town

Albany, NY – The Times Union Center will be the site of a heated physical contest this weekend as athletes square off for the title of “Fittest on Earth” at the annual CrossFit Games East Regional. During the competition, which takes place over May 19-21, 300 athletes complete high intensity workouts designed to surprise them and test their limits. To make it to the Games, these athletes have to be ready for anything, including heavy lifting, rough swimming and challenging climbs. This year, 41,000 athletes entered the regional Opens for the CrossFit Games, but only the strongest will make it to the CrossFit Games in Madison, WI August 3-6.

This marks the second year that the Times Union Center has hosted this event. The event offers great business for Albany. “The games averages about 5,000 per day, which is truly incredible, with the majority attending on Saturday,” says Doug McClaine, Assistant General Manager, Times Union Center.

According to the [Destination Marketing Association International](#) (DMAI) Event Impact Calculator, a tool that measures the economic value of an event and calculates its return to local taxes, the fitness championship will account for:

- **1,400 contracted room nights** at area hotels throughout Albany County
- **\$841,191 in direct spending** at hotels, the Times Union Center, etc.
- **\$517,128 in indirect spending** at gas stations, restaurants, etc.
- **\$95,797 in local tax revenue** for Albany County

Throughout the year, the Albany area will welcome more than 22 different sporting events and meetings to hotels and conference centers, which included the MAAC Basketball Championships, NYSPHSAA Wrestling Championships. Northstar Capital City Lacrosse Tournament, Pil Sung Martial Arts North East Open, the 2017 Special Olympics Summer Games, and the 2017 Maccabi Games.

“This weekend demonstrates an ongoing commitment on the part of the bureau to book sporting business,” says Michele Vennard, President/CEO of the Albany County Convention & Visitors Bureau. “With the completion of the Albany Capital Center, and the renovations to the Times Union Center, and our strong college facilities, we offer a competitive destination for sporting events and tournaments, and that means big business for Albany.”

About the ACCVB

The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. ACCVB currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. ACCVB also operates the Albany Heritage Area Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. For more information, call 518-434-1217 or 800-258-3582 or visit www.albany.org. ###