



**FOR IMMEDIATE RELEASE**

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**LAUNCH OF SARATOGA SPORTS WEBSITE**

*Saratoga County offers a variety of sporting venues and experiences*

SARATOGA SPRINGS, N.Y. --- The Saratoga Convention & Tourism Bureau and the Saratoga County Sports Commission are excited to announce the launch of their new website, [www.discoversaratogasports.org](http://www.discoversaratogasports.org) to support their initiative to market and promote Saratoga County as an ideal location for sports tournaments and special events.

“Discover Saratoga Sports will become the one-stop source for everything needed to host a successful sports tournament or special event in Saratoga County”, said Todd Garofano, President of the Saratoga Convention & Tourism Bureau. “Supported by our newly formed Sports Commission, the Bureau will facilitate the entire process between client and planner, much like we do for the meetings & convention and destination wedding market”.

With input from the Bureau staff, Simpson Square, a web design and brand development firm based in Greenwich, created the new website. In addition to designing and developing [discoversaratogasports.org](http://discoversaratogasports.org), Simpson Square provides search engine optimization and ongoing web support for the bureau's other website properties, including [discoversaratoga.org](http://discoversaratoga.org) and [saratoganyweddings.com](http://saratoganyweddings.com).

For more information, contact Heather McElhiney, Director – Group Tour, Sports & Convention Sales at the Saratoga Convention & Tourism Bureau.

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Saratoga Convention & Tourism Bureau is a key economic development engine for this community, the mission of the Saratoga Convention & Tourism Bureau is to contribute a positive impact on the local economy by promoting and marketing Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and groups. For information on how to schedule or plan a meeting, conference or convention in Saratoga, visit the Saratoga Convention and Tourism Bureau’s website at [www.discoversaratoga.org](http://www.discoversaratoga.org).

Saratoga Convention & Tourism Bureau