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FOR IMMEDIATE RELEASE

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MLK KICKOFF CLASSIC SERVES UP \$6 MILLION TO YORK COUNTY ECONOMY

Explore York welcomes thousands of athletes for weekend volleyball tournament

YORK, PA – The Martin Luther King Kickoff Classic Volleyball Tournament returns for the eighth year this weekend, bringing thousands of athletes and spectators to York County. This event has grown over the past year, with almost one thousand additional athletes participating in 2020. Those additional participants mean additional economic impact for the county. This event is anticipated to serve up just over \$6 million in economic benefits for the community, a more than \$2 million increase from 2019.

Hundreds of teams featuring high school-aged female athletes from across the East Coast, Midwest, Puerto Rico, and Canada will compete Saturday, Sunday and Monday, with venues spread across Lancaster and York counties. York County will host 200 of those teams at the York Expo Center's Arena.

This is the eighth straight year York County has served as one of the host locations for the tournament. The MLK Kickoff Classic began in Philadelphia in 1995, later moved to Lancaster County and expanded in 2012 to include play in York County.

Explore York's Sport York program is designed to recruit events and generate additional economic impact in York County. Sport York positions York County as Pennsylvania's Premier Sports Destination, highlighting the area's dynamic facilities and central location on the East Coast. For further information about Sport York, visit www.yorkpa.org/sports.

Explore York's Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York's Vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination. For more information on the Explore York, call 1-888-858-9675 or visit www.yorkpa.org.



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