

**For Immediate Release**

November 21, 2008

**Fox Cities Land National Girls Softball Tournament**

[Fox Cities] – The Fox Cities will host the Amateur Softball Association (ASA) Girls Northern National 12 U Class A&B tournament in August 2010. Approximately 60 teams will participate in the event which will be headquartered at Sunset Park in Kimberly.

“This is a signature event for the Fox Cities,” said Chad Mix, president of Cardinal Youth Softball, the local host. “We were very pleased to have won this bid and we know it will bring a lot of money into the area.”

“We estimate the visitor spending for the event to be \$845,000,” said Pete Schueppert, Director of Sports Sales for the Fox Cities Convention & Visitors Bureau. The Bureau assisted Cardinal Youth Softball with the bid.

The four-day event will bring in teams from 12 Midwestern states: Wisconsin, Michigan, Illinois, Indiana, Kentucky, Missouri, Iowa, Minnesota, North Dakota, South Dakota, Nebraska and Kansas.

The tournament was awarded at the ASA Annual Council Meeting in Oklahoma City, OK.

Total tourism expenditures in the Fox Cities were more than \$386 million, and tourism created 5,949 jobs for Fox Cities residents in 2007.

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**About the Fox Cities Convention & Visitors Bureau**

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities by attracting visitors in the convention, sports and leisure markets through sales, marketing and destination development.

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