



California's year-round playground

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## News Release

FOR IMMEDIATE RELEASE

### **The Fresno City & County Convention and Visitors Bureau books Senior Softball - USA, Regional Championships California Cup August 9-14, 2011**

**FRESNO, CA, December 9, 2009** – Senior Softball-USA has committed to hold their Regional Championships in Fresno, CA. The event will take place August 9-14, 2011, and will bring approximately 1,000 room nights with an estimated economic impact of \$420,000. Fifty teams from throughout the neighboring several-state region will be competing in this premier tournament. The winners of the Regional Championships are invited to the most elite tournament in softball; the Tournament of Champions in Florida in February.

“The Fresno City & County Convention and Visitors Bureau is proud to have the assistance of the Fresno Sports Council in securing this regional tournament,” said Jeff Eben, President/CEO.

Senior Softball-USA became the first national Senior Softball Organization in 1988 and has remained the leader in one of the fastest growing sports in America. Teams compete in several divisions, including 40 Masters, 50, 55, 60, 65, 70 and 75+ age divisions and in four skill divisions: Major-Plus, Major, AAA and AA.

*\*The FCVB will strengthen the local economy by making the Greater Fresno Metropolitan Area a premiere destination in California. Our team of trained, dedicated marketing and sales professionals are united in the effort to promote the Greater Fresno Metropolitan Area on a local, national, and international scale. We are committed to world-class customer service and hospitality that makes every member feel valued and every visitor experience memorable*

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