

Baton Rouge Awarded National Soccer Tournament

Local soccer association, CVB, Sports Foundation, and city-parish team up to land event

Baton Rouge – The United States Youth Soccer Association has awarded the 2010 Region III Soccer tournament to Baton Rouge. The announcement was made last weekend at the Federations' national convention in Pittsburg.

The tournament will bring 184 of the best youth soccer teams from the southeastern United States to Baton Rouge during June 2010. The teams will spend seven days each in the city, resulting in the use of 2,800 hotel rooms each day.

"This successful bid for the Region III tournament is the direct result of an immense cooperative effort between the Louisiana Soccer Association, Baton Rouge Soccer Association, the Baton Rouge Area Sports Foundation and the Baton Rouge Area Convention and Visitors Bureau" said Paul Arrigo, CDME, President of the Baton Rouge Area Convention and Visitors Bureau. "The investment of our community partners in this process was key to our winning the bid to host the event" stated Arrigo.

Jerry Stovall, President/CEO of the Baton Rouge Sports Foundation, said this tournament will be an economic boom for the area.

"This is one of the largest youth sporting events in the country," Stovall said. "This will result in an estimated economic impact of \$14-16 million to the Baton Rouge Community. We are extremely excited about this award and are ready to open the doors of the city to our southern neighbors."

Stovall said that many organizations worked together to develop the proposal that was accepted by the Youth Soccer Federation.

"Getting this award would not have happened had it not been for the work of Team Baton Rouge and the Baton Rouge Soccer Association," he added.

Terry Jones, president of the Baton Rouge Soccer Association, added that the soccer community in Baton Rouge is ready to stage an exceptional soccer tournament.

"Our partnership with BREC means the participating teams will be playing on outstanding soccer fields. Just as important, we will provide the necessary volunteer support that will ensure that participants have an unforgettable experience when they visit Baton Rouge," Jones said.