



## PRESS RELEASE

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# Sports Backers Garner Accolades from the National Association of Sports Commissions

## Website, Marketing and Event Creation Accomplishments Cited

**Richmond, VA** –The National Association of Sports Commission awarded the Sports Backers three of its most significant honors at the 2008 NASC Sports Event Symposium in Omaha, Nebraska yesterday.

The Sports Backers, who were named Sports Commission of the Year in 2006, won the nationally competitive awards for Best Locally Created Event for the James River Adventure Games, Best Website for [www.sportsbackers.org](http://www.sportsbackers.org) and Best Marketing Publication for its quarterly magazine, *SBQ*.

"The Sports Backers clearly demonstrated to each independent judging panel the quality and excellence of the work they perform in their community and we congratulate them on their accomplishments," said Kathy Siford, NASC Awards Committee Chair.

"The Sports Backers continue to exhibit national leadership in the creation of their events, in their entrepreneurial approach to marketing and in the innovation of their events and programs," said Sports Backers board president Doug Roth. "This all adds up to significant sports tourism benefits to the Richmond region."

Sports Backers is a 501(c)(3) charitable non-profit organization founded in October 1991 to build a more vibrant community through sports. The mission of the organization is to maximize the community benefits of sports tourism in the region by:

- Creating, attracting and improving significant sporting events,
- Serving as a resource in the development and utilization of sports facilities and
- Aiding area youth through sports outreach programs.

These activities and programs strengthen the economy, provide health benefits to participants and make the region a more desirable place to live.

Media seeking more information may contact Mike McCormick at (804) 285-9495 or (804) 901-9047.

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