



FOR IMMEDIATE RELEASE
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Contact: Ed Caum
Tourism Manager
Office: 727.847.8129
ecaum@pascocountyfl.net

VisitPasco and Wesley Chapel Chamber seek sponsors for National Lacrosse Championship

WESLEY CHAPEL, FL ---- When the *DICK'S Sporting Goods Tournament of Champions* returns to Pasco County's Wesley Chapel District Park at the end of the year, the 3-day event will have an economic impact of about \$3 million in the region. Pasco County Tourism chips in \$90,000 to support the pre-collegiate club lacrosse national championship and the County is hoping area businesses will help offset that cost with sponsorships.

"We're working with the Greater Wesley Chapel Chamber of Commerce to help recruit local businesses to sponsor onsite activities and advertisements at the Wesley Chapel District Park. Specifically we are offering opportunities to market to the participants and their families while they are here," said VisitPasco Tourism Manager Ed Caum. "The economic impact to the area is more than just the hotel stays. More than 3,000 people from all over North America visit the Central Florida Area for this tournament. Many families spend the whole week here and return every year as their players move up through the age groups. This is a chance for local businesses to develop long-term relationships with these attendees."

Wesley Chapel has hosted the tournament since 2008. Teams from the U.S. and Canada compete for the national championship December 29, 30 and 31 every year. This is the first year Pasco County is asking local businesses to partner with the County to keep the tournament in Pasco County, with sponsorships through the Greater Wesley Chapel Chamber of Commerce.

"We are very pleased the Dick's Sporting Goods Tournament of Champions will be returning to Wesley Chapel," said Greater Wesley Chapel Chamber of Commerce CEO Hope Allen. "The area has a lot to offer tournament attendees and their support of our hotels, restaurants and shopping venues has a significant economic impact on our community. We are happy to partner with Pasco County to give area businesses the opportunity to market to the tournament families."

For more information on the DICK'S Sporting Goods Tournament of Champions, click here: <http://www.ndplacrosse.com/?tabid=493987>

For more information on Pasco County Tourism, click here: www.visitpasco.net.