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adidas National Basketball Championships Attract 100 Women's Teams and 200 College Coaches

CINCINNATI (July 9, 2010) – The Greater Cincinnati Sports Corporation and University of Cincinnati will welcome the Adidas National Championships, July 13-15, 2010. This event is the official summer championships of the adidas Grassroots Organization.

This event will feature many of the nation's top women's basketball teams; approximately 100 teams will vie for this prestigious title. The adidas Grassroots teams are professionally run organizations that have been selected to represent adidas and its commitment to grassroots basketball. In addition 200 women's college basketball coaches are expected to attend to scout the players as potential recruits for their schools' teams.

The event will bring more than 1,000 athletes to Greater Cincinnati, representing some 1,300 room nights at local hotels, and resulting in approximately \$387,500 in economic impact to the region.

"This adidas event will be an economic impact driver for our hotels and restaurants, but it will also be one of those events that strengthens our city's character and ability to capture our share of the amateur sports market," said Leslie Spencer, Executive Director, Greater Cincinnati Sports Corporation.

"Girls' basketball events typically attract many spectators. Many visitors turn these events into family outings and spend more time in the market and more dollars at retail and service outlets. adidas Grassroots events allow a community to showcase itself to hundreds of families from all walks of life and from all corners of the country," said Bryan Alexander, event promoter.

The event will run on July 13 from 12-9pm, July 14 from 9am-9p, and July 15 from 8am-6pm. For more information, visit www.adidasgrassroots.com.

The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati region as a premier sports destination. GCSC has a 21-year history of hosting more than 220 events that brings pride, visibility and positive economic impact to the region. From World and National Championships to community-based programs, GCSC is making a difference in the quality of life for Cincinnati USA. GCSC, as the region's only non-profit sports tourism and event management organization, represents the Cincinnati USA hospitality community, P&G, and partners Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information and a calendar of events, please visit www.cincysports.org.

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