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PRESS RELEASE

For Immediate Release

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ONE HUNDRED TEAMS FROM ACROSS THE COUNTRY TRAVEL TO MIDLAND FOR NATIONAL SOFTBALL TOURNAMENT

Midland, Texas —July 31 through August 7, one hundred teams from around the United States will travel to Midland for the USA/ASA (Amateur Softball Association) 14 and Under National Fast Pitch Softball Tournament. This tournament will be the largest sporting event in Midland this year, estimated to bring in \$5 million dollars and more than 6,000 visitors during a seven day span to the city and surrounding area. The ASA was named the national governing body of softball in the United States by the United States Olympic Committee in 1978. The tournament will take place at the Freddie Ezell Softball Complex at Ulmer Park, 2900 W. Kentucky Street.

“Midland has hosted the ASA National Fast Pitch Tournament once before in 2008,” said Midland Convention & Visitors Bureau Sports Sales Manager Katie Sangl. “It was a huge success for the sport of softball and for the city of Midland. It’s a rare opportunity to be able to showcase your city to over 6,000 guests during a week’s span who have most likely never been to Midland. We hope to be able to give each guest the famed ‘West Texas Hospitality’ and Midland experience they will never forget.”

Entrance fee good for all the games are \$15 for youth and \$40 for adults and can be purchased at the gate. Day passes can also be purchased at the gate and are \$10 for adults, \$5 for children, and free for children 6 and under. For more information visit the Midland United Girls Softball website, www.midlandfastpitch.com.

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

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