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## **Two Maryland Events Nominated for *SportsTravel* Awards** THE 2011 U.S. OPEN THE 2011 NCAA MEN'S LACROSSE CHAMPIONSHIPS ARE UP FOR NOMINATION

*September 27, 2011* --- The state of Maryland hosted two events this year that are nominated for a 2011 *SportsTravel* Award: the 2011 NCAA Division I Men's Lacrosse Championships and the 2011 USGA U.S. Open. The 2011 NCAA Division I Men's Lacrosse Championships are nominated for the Best Sports Event Series or Circuit in the Collegiate Sporting Event category and the 2011 USGA U.S. Open is nominated for Best Single-Sport Event in the Professional Sporting Event category. Both events are eligible for Sports Event of the Year.

Voters were encouraged to consider several factors when voting for the awards, such as superior organization of and attendance at the event, superior experience for competitors and spectators, and enhancement of the event via the site or venue. Voting ended on Monday, August 15, 2011. The awards will be presented at the annual TEAMS Conference & Expo, October 3–6, in Las Vegas, NV.

“Maryland is blessed with great leadership, partners and outstanding venues that understand the importance of hosting major events like the US Open and NCAA Men's Lacrosse Championships.” stated Terry Hasseltine, Director, Maryland Office of Sports Marketing. Hasseltine added, “These two events helped Maryland position itself as a leader in the sports event and travel industry while having a significant impact on our economy. Both Baltimore City and Montgomery County are great destinations for sports and are very deserving of these awards, and we need our fans and supporters to vote.”

### **About the 2011 USGA U.S. Open**

The U.S. Open was held at Congressional Country Club in Bethesda for only the third time in the tournament's 111-year history. This year's tournament was one for the record books, as Northern Ireland's Rory McIlroy scored his first major victory while also breaking Tiger Woods' U.S. Open scoring record, shooting a 16-under par for the four-day tournament (268 strokes). The course had been redesigned since the last U.S. Open held there in 1997 to be more competitive. It was lengthened by more than 360 yards, and the par was increased to 71.

McIlroy has been touted as the next breakout star in golf, and Congressional Country Club will forever be remembered as the site of his first major triumph. The event drew approximately 229,574 spectators over the week-long event, with Saturday seeing the highest number of attendees at 48,088 people.

“Montgomery County was honored to host this prestigious event June 13-19, 2011” said Kelly Groff, Executive Director of the Conference and Visitors Bureau (CVB) of Montgomery County, Maryland. “Our community worked very hard in advance of the tournament to implement programs and services that

would ensure that the nearly 250,000 visitors would have a great experience during the tournament. The economic impact from the 2011 U.S. Open exceeded \$142 million in one week.”

**About the 2011 NCAA Men’s Division I Lacrosse Championships**

The Championships were held at M&T Bank Stadium in Baltimore over Memorial Day weekend. The championships featured the Virginia Cavaliers, the Maryland Terrapins, the Duke Blue Devils, and the Denver Pioneers. A few milestones were reached at this year’s championships, including Denver being the first school west of the Mississippi to compete in the national semifinals, and the Maryland Terrapins becoming only the fourth unseeded team in NCAA history to reach the championship game. Despite the unusually high temperatures, over 98,000 people attended the three-day event, which included the Division I semifinals and final and the Division II & III finals.

The mission of the Conference and Visitors Bureau (CVB) of Montgomery County, MD, Inc. is to enthusiastically promote, market and sell Montgomery County, Maryland as a destination for meetings, conventions and individual travelers, fostering economic development and benefiting and supporting members and the overall business community. It is the CVB’s goal to show leadership and be regarded as a quality organization of experts and advocates of its members, partnering with local, county and state organizations and government officials in an effort to further these goals.

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