



USA Masters Games April 2017 Newsletter

Official T-shirt Offer Expires at April's End



The 2017 USA Masters Games is rapidly approaching. Why wait until the last minute to Get in the Games? Take advantage of our t-shirt offer. Everyone who registers for the USA Masters Games during the month of April will receive an Official Games t-shirt absolutely free. Complete your registration before this Sunday, April 30 at midnight and we'll send you a complimentary tee.

To register for the Games, click [here](#) or visit the Games website at www.usamastersgames.com.

Additional Note: Registration fees for Soccer, Softball, Tennis, Track & Field, and Triathlon go up at **midnight on Sunday, May 14**, so be sure and get registered for these "first five" sports as soon as possible.

2017 USAMG Official Merchandise

The Sacramento office of Fine Designs, merchandiser for countless major sports events, has been named Official Merchandise Company for the 2017 USA Masters Games. The San Diego Local Organizing Committee (LOC) has hosted dozens of events teaming up with Fine Designs on event merchandise. "We have a great working relationship with Fine Designs and have total confidence in their excellent production and management of Official Merchandise for the 2017 USA Masters Games," said Sandi Hill, Chair of the San Diego LOC.

Fine Designs, known for their attractive and customizable event apparel, plans to open an online store where Games participants and fans can purchase USAMG merchandise at their convenience, before, during, and after the Games. Fine Designs will also have merchandise stands at key locations for onsite purchases during Games competition.

Games Head Learns from World Masters Games



Hill Carrow, CEO of the USA Masters Games, took part in the Official Observer Program at the 2017 World Masters Games in Auckland, New Zealand. The World Masters Games are still underway and will wrap up this Sunday, April 30. The WMG is the largest participatory sports event in the world, with a total of over 28,000 registered participants, including 25,000 athletes and 3000 supporters.

The Observer Program is a four-day program of presentations by top Games executives and key operations staff members, combined with venue and behind-the-scenes tours, designed to provide substantial information and insights on the largest of all Masters Games. In addition to the USA Masters Games, representatives from other international Masters Games participated in the program, including the New Zealand Masters Games, the Australian Masters Games, the Alice Springs Masters Games, the South Island Masters Games, Pan-Pacific Masters Games, and 2021 World Masters Games in Kansai, Japan.

“It was very exciting to see the largest of all the world’s Masters Games in action,” said Hill Carrow, CEO of the USA Masters Games. “We at the USAMG aspire to achieve more significant levels of participation and operational excellence, so I learned a great deal from WMG leaders that can help us to continue to improve. Everyone was very helpful and forthcoming, and clearly had a genuine interest in seeing all Masters Games, and Masters sports in general, succeed.”

While in Auckland, Carrow was also able to squeeze in some Swimming competition, finishing 6th overall in the Men’s 200 Meter Individual Medley.

USAMG 2017 Presence at National Masters and Adult Sports Events



April is an extremely busy time in the Masters sports world in the United States, with a number of national sport championships underway, seemingly simultaneously. Collins Lowder, USAMG Sports Manager, and Tess Heron, USAMG Operations Manager, together with help from the San Diego LOC, have covered the following events within the last 10 days: the U.S. Adult Figure Skating National Championships in Wake Forest, NC with over 400 athletes; the U.S. Open Pickleball Championships in Naples, FL with 1,300 participants; the U.S. Masters Swimming Spring Nationals in Riverside, CA with over 2,000 swimmers; and the USA Judo Senior National Championships in Salt Lake City, UT, with more than 350 competitors.

The USAMG representatives engage with Masters championships participants, distribute Games promotional materials, provide helpful information, and conduct 2017 Games giveaways. “The USA Masters Games get very positive reception from the athletes we meet,” said Collins Lowder, “A group of figure skaters at Adult Nationals, for example, said the 2016 USAMG was one of the best competitions they’ve ever participated in, and they definitely plan to register for this year’s Games in San Diego.”

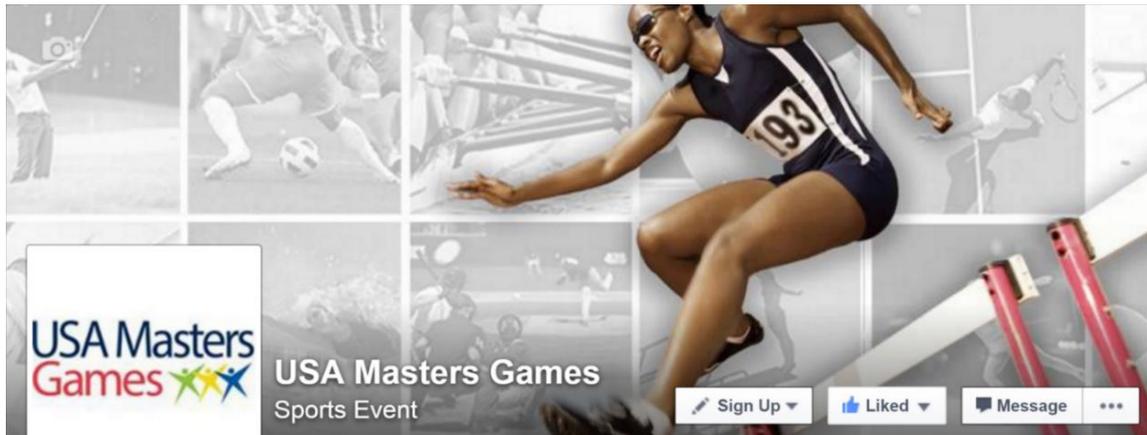
Contest Winners

The winner of the Facebook contest for the month of April is Nicole Grams-Herzog. Congrats Nicole!

We would also like to congratulate Wanda Gelsbach for winning free entry into the Games! Wanda entered to win at our booth at the U.S. Figure Skating Adult National Championships.

Keep checking our Facebook page for more contests and stop by to see us at upcoming events, such as the USA Diving Masters Spring Nationals or the USA Volleyball Open National Championships.

Like Our Facebook Page to Stay Updated on Games News!



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