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## **Softball to be included in first-ever USA Masters Games next summer**

OKLAHOMA CITY - The Amateur Softball Association (ASA)/USA Softball, the National Governing Body (NGB) of softball in the U.S., is proud to announce that North Carolina ASA/USA Softball will be participating in the inaugural USA Masters Games next summer in Greensboro, N.C. The USA Masters Games, a National Sports Festival for competitive adult athletes ages 21 and over, will introduce its first-ever event held in 2016 at the Greensboro Coliseum Complex and a number of nearby venues. Expected to draw thousands of competitive adult athletes, the Games will take place over a 10-day period from Friday, July 22 to Sunday, July 31, 2016.

Featuring 20 or more sports competing in the 2016 USA Masters Games, softball will be one of the major sports in this competition. Each sport will be conducted at a National Championship level and will be staged in conjunction with the applicable NGB for each sport. As the NGB for softball in the U.S., ASA/USA Softball will be represented by North Carolina (NC) ASA/USA Softball and NC ASA/USA Softball Commissioner Tony Laws. In addition to being an ASA/USA sanctioned event, all officials for softball will be ASA/USA certified umpires.

"On behalf of ASA/USA Softball and NC ASA/USA Softball, we are very happy to be a part of this exciting new sports event," said NC ASA/USA Commissioner Tony Laws. "Masters and Senior softball is an important part of the ASA/USA program as we strive to keep our older adults active and healthy. We look forward to helping make softball a high participation event of the USA Masters Games and to providing a lot of enjoyment for the participants and spectators."

As a new event, the organizers of the USA Masters Games have decades of multi-sport event organizational experience, and the Greensboro Coliseum Complex has its own long history of hosting some of America's largest events. The USA Masters Games will feature an Opening and Closing Ceremonies as well as a Games Village, which will serve as a central hub. The 2016 USA Masters Games will be the first of what are planned to be biennial events, held in the even-numbered years while moving around the country. To enter the 2016 USA Masters Games, registration is expected to open sometime in September. Athletes are eligible to register in as many as three sports without additional games fees.

**About the Greensboro Coliseum Complex:** The Greensboro Coliseum Complex is a multi-building facility designed to serve the citizens of Greensboro and the surrounding area through a broad range of activities, including athletic events, cultural arts, concerts, theater, educational activities, fairs, exhibits, and public and private events of all kinds including conventions, convocations and trade and consumer shows. The Greensboro Coliseum Complex is one of the most actively booked facilities in the country hosting more than 1,100 events on an annual basis. With its incredible versatility, the Complex has gained worldwide acclaim from promoters, producers, event planners and patrons. For more information, go to <http://www.greensborocoliseum.com>.

**About ASA/USA Softball:** Founded in 1933, the Amateur Softball Association (ASA)/USA Softball is the National Governing Body for Softball in the United States and a member of the United States Olympic Committee. One of the nation's largest sports organizations, ASA/USA Softball sanctions competition in every state through a network of 74 local associations and has grown from a few hundred teams in the early days to over 165,000 teams today, representing a membership of more than 2.5 million. ASA/USA is responsible for training, equipping and promoting the six USA Softball National Teams that compete in international and domestic competitions. The USA Softball Women's National Team is one of only two women's sports involved in the Olympic movement to capture three consecutive gold medals at the Olympic Games since 1996. The U.S. women have also won nine World Championship titles as well as claimed eight World Cup of Softball titles. For more information about ASA/USA Softball, please visit <http://www.asausasoftball.com>.

**About the USA Masters Games:** The USA Masters Games is a major sports festival for adult athletes 21 years of age and older, featuring 20+ sports, Opening & Closing Ceremonies, and a Games Village. The inaugural USA Masters Games will take place from Friday, July 22 to Sunday, July 31, 2016 in Greensboro, NC. The Games are expected to be staged at 12 to 15 locations in Greater Greensboro and possibly as many as 20 different venues. The Greensboro Coliseum Complex will serve as the hub for the Games and will be the site of the Games Village. Games are planned to be held every two years in the even year. Sponsors of the USA Masters Games include Gold Sponsor: the Greensboro Convention & Visitors Bureau; Silver Sponsors: the Joseph M. Bryan Foundation and the Greensboro Coliseum Complex; Bronze Sponsor: Vela Strategic Marketing & Public Relations; and Official Supplier: Hagan Barrett & Langley PLLC. For more information on the USA Masters Games, visit [www.usamastersgames.com](http://www.usamastersgames.com).