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Rutherford County Remains Top Sports Destination With TSSAA Championship Extensions

(Rutherford County, Tenn.) – Further securing itself as the sports capital of Tennessee, Rutherford County has been selected as the continued site for several high school state championships.

The Tennessee Secondary School Athletic Association (TSSAA) Board of Control voted today to extend its contract with the Rutherford County Chamber of Commerce/Convention and Visitors Bureau through 2025.

“We are fortunate to be able to bring these TSSAA and TMSAA state championships back to Rutherford County for the next two school years,” said Emily Crowell, TSSAA assistant executive director. “The Rutherford County community always goes above and beyond to create memorable championship experiences for our student-athletes, and we are grateful for this partnership with the Rutherford County CVB and the host venues.”

The following high school state championships will return:

- TSSAA Bowling State Championships, held in Rutherford County since 2002
- TSSAA Division I Basketball State Championships, held in Rutherford County since 1975 for girls, 1989 for boys
- TSSAA Spring Fling, a series of state championships featuring track and field, baseball, boys’ soccer, softball and tennis, held in Rutherford County since 2006

In addition, the Rutherford County Convention and Visitors Bureau secured the Tennessee Middle School Athletic Association’s basketball state championships.

“We are excited about the extension of our important collaboration with TSSAA. This reaffirms Rutherford County's title as ‘The Sports Capital of Tennessee’, showcased by our outstanding execution of the various state championships,” said Rutherford County Convention and Visitors Bureau Board Chair Thomas Laird. “With our inclusive community and exceptional facilities, we continue to consistently provide an unmatched sporting event experience.”

Today’s announcement comes on the heels of new economic event impact numbers, courtesy of the Tennessee Department of Tourist Development. According to their latest estimates, this year’s Spring Fling tournament had an impact of \$4.8 million dollars, up from the previous \$3.5 million. Since 2006, the county has hosted the Olympic-style event. Area restaurants, retailers and hotels saw an influx in sales due in part to the addition of TSSAA’s fourth classification which brought more teams and games to Rutherford County. The state basketball championships also saw an increase in economic impact, with the boys’ and girls’ tournaments bringing in a collective \$4.5 million.

For more information, visit www.tssaa.org.

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Logos Attached to Email

About TSSAA: *The Tennessee Secondary School Athletic Association (TSSAA) administers the high school athletic program for an estimated 93,000 participants in 477 schools. Its affiliate organization, the Tennessee Middle School Athletic Association (TMSAA) administers the middle school athletic program for an estimated 48,000 participants in 504 schools. The TSSAA is a voluntary, nonprofit, self-supported organization, conceived by school people (teachers, principals, superintendents) and administered by individuals carefully chosen to conduct the program. TSSAA was organized in 1925 and is a leader in athletics in the United States.*

Rutherford County Convention and Visitors Bureau: *The Convention and Visitors Bureau is the primary marketing arm of the county. Marketing efforts include print ads in national publications, maintaining a presence on the internet, social media, and in Tennessee state welcome centers as well as working with the Tennessee Department of Tourist Development. The CVB works closely with event*

organizers, sporting groups like TSSAA, group tour operators and individual visitors to promote Rutherford County as a destination. For more information, visit the CVB's website at VisitRutherfordTN.com.