



FOR IMMEDIATE RELEASE
January 19, 2011

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**Triple Crown Sports teams up with Bend Elks to host
Memorial Day youth baseball tournament in Bend, Oregon**

(BEND, Ore.)—Triple Crown Sports, a national youth baseball tournament organizer, has partnered with the Bend Elks to take the annual Memorial Day Youth Baseball Tournament to the next level.

The Youth Baseball Tournament has been held in Bend since 2005, and is set to take place May 28-30, 2011. The new partnership between Triple Crown, the Bend Elks, and Visit Bend is designed to grow the event into one of the premier youth tournaments in the country.

“The Bend Elks are thrilled with our new partnership with Triple Crown,” said Jim Richards, Owner of the Bend Elks. “This is a great opportunity to utilize the expertise Triple Crown has running large-scale tournaments and combine that with the support of the local baseball community to create an amazing tournament.”

The Youth Baseball Tournament draws a substantial pool of visitors to the community, with 150 teams from around the Northwest flocking to Bend, Oregon during the event. The tournament and its traditions will remain the same under the new management partnership. However, registration and other logistics will be run through Triple Crown. Registration will open in late January at www.triplecrownsports.com.

“Bend is an attractive community with a great baseball tradition that we’re excited to be a part of,” said Roland Rivera, director of Youth Baseball at Triple Crown. “The Triple Crown baseball program has a longstanding relationship with Steamboat Springs, Colorado that has been successful for years. The beauty and resort feel of Bend has similar characteristics. There will be subtle enhancements that the teams and lodging community will realize as years go by. We do not plan on many changes, as protecting the legacy of this tournament is extremely important to us. The event’s continued support of the high school programs in Bend as well as the city facility partners will be a focus. The opportunity to team up with Visit Bend and the Bend Elks to run the Memorial Day Tournament will allow us to build upon an established event with a great track record.”

Doug La Placa, president and CEO for Visit Bend agreed the partnership will be a benefit for both the tournament itself and for Bend tourism. “I had the opportunity to work with Triple Crown Sports in Steamboat, Colorado, so I know firsthand what an amazing job they do with youth baseball tournaments,” he said. “They’re very sharp and have 20 plus years of experience producing first class events. We are excited to see this grow into one of the top youth tournaments in the U.S., drawing families and tourism dollars to Bend.”

In recent years, Bend has been named America’s Top Adventure Town (*Men’s Journal*), Top 10 Fly Fishing Towns in the U.S. (*Fly Fisherman*), one of the Best Fishing Towns in America (*Field & Stream*), best trail running town (*Outside*) one of the country’s Top Five Ski Towns (*Travel + Leisure*), and the #1 mountain biking town in the United States (*Mountain Bike Action*).

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor’s Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit www.visitbend.com.

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