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2016 USA Masters Games to be held at the Greensboro Coliseum Complex and Other Venues in Greater Greensboro

SUMMARY: The 2016 USA Masters Games, a new multi-sport event expected to draw thousands of competitive adult athletes aged 25 and over in 20+ sports, will be hosted in Greensboro, NC, at the Greensboro Coliseum Complex and a variety of venues in Greater Greensboro during a 10-day period from Friday, July 22 to Sunday, July 31, 2016. The Greensboro Coliseum Complex will serve as the central hub for the Games and will be the site of the Games Village.

Greensboro, NC: The Greensboro Coliseum Complex announced today that it will host the inaugural USA Masters Games July 22-31, 2016. The USA Masters Games are a major sports festival for adult competitive athletes in 20 or more sports. The inaugural USA Masters Games will be held in Greater Greensboro, NC, and will feature many of the city's top venues. The Coliseum Complex will serve as a central hub for the Games, hosting as many as seven sports as well as the Games Village.

"This is a very exciting development for the City of Greensboro and for the Greensboro Coliseum Complex," said Matt Brown, Greensboro Coliseum Complex Managing Director. "With our well earned national reputation as 'Tournament Town,' we pride ourselves on hosting premier events, such as the U.S. Figure Skating Championships, ACC Basketball Tournaments, and USA Gymnastics Championships that showcase many of the venues that comprise the Coliseum Complex. However, the USA Masters Games will take that approach to a whole new level, literally using virtually every single space the Coliseum Complex has to offer, including the Greensboro Aquatic Center, White Oak Amphitheatre, Pavilion, Special Events Center, and, of course, the Coliseum itself."

The USA Masters Games will bring together adult athletes aged 25 and above for high-level sports competition, combined with social and entertainment activities. The 2016 USA Masters Games will be the first of what are planned to be biennial events, held in the even-numbered years. The event is expected to move around the country as a number of significant communities have expressed interest in hosting the Games in future years.

"We are delighted to have Greensboro and Guilford County serve as the launch point for this significant, new championship event," said Henri Fourrier, President and CEO of the Greensboro Convention and Visitors Bureau, an early supporter of the event. "These Games will bring athletes from across the U.S. and also a significant number of international countries to Greensboro. We could be looking at hosting well over 6,000 athletes, which would make it the biggest national participant sports event our community has ever hosted. Just as a point of comparison, the recently-completed 9-day U.S. Figure Skating Championships used 7 host hotels, and the USA Masters Games will likely be using as many as 20 hotel properties."

The sports in the inaugural USA Masters Games are expected to include most of the following: Athletics/Track & Field, Baseball, Basketball, Bowling, Canoe/Kayak, Cycling, Diving, Figure Skating, Golf, Martial Arts/Taekwondo, Rowing,

Soccer, Softball, Swimming, Synchronized Swimming, Table Tennis, Tennis, Triathlon/Duathlon, Volleyball, Water Polo, Weightlifting, and Wrestling. Each will be conducted at a national-championships level, with proper sanctioning to ensure recognition for record-setting and personal or team-best performances. Games competitions will be promoted and staged in conjunction with the applicable national governing body for each sport. USA Diving has already selected the 2016 USA Masters Games diving competition to serve as the sport's summer national championships.

"These Games are a huge deal," said Kim Strable, President of the Greensboro Sports Commission. "They will help us build or enhance our relationships with at least 20 major sports governing bodies, including many Olympic sports. Each of those governing bodies has additional Masters events that could come to Greensboro, or in the case of a number of them, youth and elite championship events as well. This is the kind of event that many of the biggest sports-tourism-oriented cities in America would just love to have."

The 2016 USA Masters Games expects to utilize many of Greensboro's signature venues ranging from Bryan Park, North Carolina A&T State University, and the Greensboro Sportsplex on the eastern side of the city, to Spare Time Bowling and the Greensboro Ice House on the west side, with the Greensboro Coliseum Complex, the University of North Carolina – Greensboro, Spencer Love Tennis Center, and Carolyn Allen Community Park in between. The Games are even projected to extend into neighboring High Point at Oak Hollow Lake for Rowing and Canoe/Kayak competitions.

"The City of Greensboro is delighted to help host the 2016 USA Masters Games," said Wade Walcutt, Interim Director of Greensboro's Parks & Recreation Department. "We believe a number of our City park facilities to be among the finest in the country, and the fact that we have hosted national and regional championships in basketball, golf, rugby, soccer, tennis, and volleyball, among many others, speaks to the level of quality of our venues. The Masters Games, however, will present the best of all worlds, as we will get to show off our plethora of outstanding venues all at once---to a national and international audience of discerning adult sport athletes."

The Games Village and Opening and Closing Ceremonies will serve as the aspects of the USA Masters Games that most distinguish participation in the Games from a stand-alone Masters sports national championship. Opening Ceremonies, with its March of the Athletes and lighting of the flame, will serve as the big "grand opening" of the Games, while the Closing Ceremonies will be an exciting athlete celebration bidding farewell to the Games until 2018. The Games Village will be located at the Greensboro Coliseum Complex, which will serve as the hub of the 2016 USA Masters Games. The Games Village will include essential services for athletes such as credentialing, medical, massage, Games merchandise, etc. while also providing a central location for athletes from all sports to meet, relax, and socialize at a concert, in the beer garden, or at the Games café.

Since the early days of initial organizational efforts of adult sports in the 1970's, Masters sports participation and events have grown dramatically. Among the sports targeted for the 2016 USA Masters Games, Masters competitors registered with a sports governing body are estimated to total over 10 million. There are currently organized multi-sport Masters Games on a global (World Masters Games), continental (European Masters Games), oceanic (Pan-Pacific Masters Games), and national (Australia Masters Games) basis. However, until now there has been no Masters-focused multi-sport championships in the United States. In a country where an emphasis on lifelong healthy lifestyles is increasing daily, the launch of the USA Masters Games would appear to be well-timed.

"In a major competition, an athlete is working hard to have all the necessary components for success come together at the right time," said Hill Carrow, CEO of the 2016 USA Masters Games. "We see Greensboro as having all the right components for a highly successful mega-event like the Masters Games---including venues, volunteers, resources, experience, accommodations, transportation, and most-of-all the local 'can do' attitude. Today marks less than 480 days to go to the Games, so It is our job to bring all those aspects together correctly in a relatively short amount of time to ensure that every Games participant has the experience of a lifetime."

About the USA Masters Games: The USA Masters Games is a major sports festival for adult athletes 25 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. For more information on the USA Masters Games, visit www.usamastersgames.com.

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 www.greensborocoliseum.com.