

Independence Day Holiday Newsletter



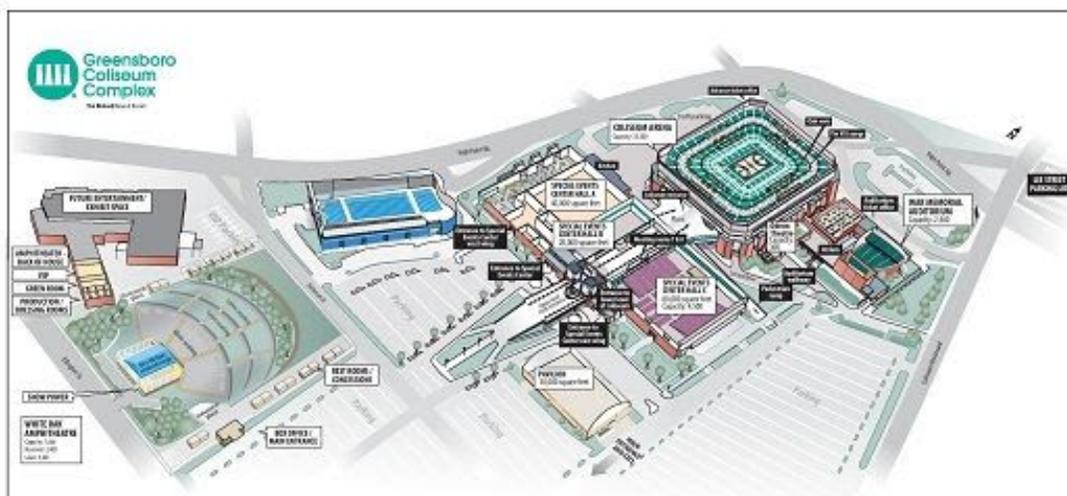
Greensboro Coliseum Complex: Hub of Games Activities

The Greensboro Coliseum Complex opened in 1955 as a single arena. Now 60 years later and after hundreds of millions of dollars in expansions and enhancements, the complex features a 22,000 seat arena, a 2,500 seat aquatic center, over 150,000 square feet of multi-purpose meeting halls (one of which can serve as a 3,000 seat mini-arena), and a 7,000 seat amphitheater. In short, the Coliseum Complex is a state-of-the-art collection of venues that is unmatched in the country.

Even though the Complex is among the most experienced in the world at putting on events (the GCC hosts almost 1,000 events per year), it has never hosted a national multi-sport event like the USA Masters Games that will fill virtually every space with either competition or entertainment for a 10-day period.

The competition venues within the complex are top drawer, which should be a special treat for Masters athletes competing there. For example, figure skaters will get to compete on the same ice that recently hosted the U.S. Figure Skating Championships, while basketball players will be shooting hoops on a floor that has hosted the NCAA Final Four. And swimmers will be racing over the same course that hosted the NCAA Women's Championships and the Masters Swimming National Championships.

"Current plans indicate we may be hosting as many as 10 sports on the Coliseum campus," said Scott Johnson, Deputy General Manager for the complex. "Those could include figure skating, ice hockey, basketball, volleyball, table tennis, ultimate fitness, and the four major aquatic disciplines—swimming, diving, water polo, and synchronized swimming. While the Games will provide a unique showcase of our event-hosting capabilities, most important is the athlete experience. We believe the convenience and variety of having so many activities on a single, very walkable campus will be a tremendous benefit for the athletes."



Click the photo for a larger view

Coliseum Complex to Sponsor USA Masters Games



While the GCC will be a centerpiece of the Games, the Coliseum Complex leadership team realizes the value of a new mega-event like the USA Masters Games, when it comes to major positive impacts that extend far beyond the Coliseum campus to all of Greensboro and the surrounding region. Towards that end, the Greensboro Coliseum Complex has agreed to become a sponsor of the Games.

“We are firm believers in the importance of the sports tourism market in terms of economic impacts and national/international branding for our community,” said Matt Brown, General Manager of the Greensboro Coliseum Complex. “With Greensboro being chosen to launch this new national multi-sport event, and with the Coliseum Complex serving as the central hub and Games Village, we wanted to do far more than just serve as a venue host. We want to partner with the Games in such a way that we ensure the event’s major success and bring many Masters sports national championships and related events to the area for many years to come.”

Hagan Barrett & Langley Continues to Build Masters Games Sponsor Team

With over 20 sports, more than 200 competitive events, at least 18 venues, and 15 host hotel properties, the USA Masters Games are a very significant logistical and management challenge. When you consider all the contractual documents that will go into tying down all the commitments and details for such an undertaking, you’ll realize why a partner like the Hagan Barrett & Langley Law Firm would be an essential asset to the USA Masters Games.



“We made a commitment when we formed our firm to contribute our legal services to organizations and events that would benefit our community, and we have served as a sponsor on some very large sports and entertainment events, most recently serving as the legal services provider for the U.S. Figure Skating Championships” said Chip Hagan, partner at Hagan Barrett & Langley Law Firm. “We are very pleased to have the opportunity to bring our legal experience to the USA Masters Games. It has been estimated that the Games could involve as many as 200 separate legal agreements, so we are ready to up our game and help to make sure another huge event in Greensboro is a big success.”

List of Sports Being Considered for the Games Expanded

The organizers of the 2016 USA Masters Games have recently expanded the list of sports being considered for inclusion in the Games. Now standing at 28, the candidate list is as follows: baseball, basketball, bowling, canoe/kayak, cycling, diving, figure skating, golf, ice hockey, kickball, lacrosse, martial arts, road racing, rowing, rugby, soccer, softball, swimming, synchronized swimming, table tennis, taekwondo, track & field, triathlon, ultimate fitness, volleyball, water polo, weightlifting, and wrestling. See the official flyer [here](#).

Want to vote for your favorite? Your vote will definitely be taken into consideration when decisions are made next month on what sports will be confirmed for the 2016 USA Masters Games. Like us on either [Facebook](#) or [Twitter](#) and message us as to what sport(s) you are voting for. Each person registering a vote will be given a free Official USA Masters Games lapel pin. So place your vote and get your official pin today.

Recent Masters Sports Happenings

During the month of June, the Pan American Masters Weightlifting Championships were held in Savannah, GA, June 4-7, 2015. This was followed the next week by the USA Water Polo Masters National Championships, hosted July 14-17 in Irvine, CA. June concluded with a huge event that includes participation by numerous Masters athletes, the World Police & Fire Games in Fairfax County, VA, June 26-5.



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