

Contact: Jackie Reau/Betsy Ross  
Game Day Communications  
(513) 929-4263



**Spokane Sports Commission Wins “Locally Created Event of the Year” Award from National Association of Sports Commissions**

SACRAMENTO (March 28, 2017)—The Spokane Sports Commission is the recipient of the 2016 “Locally Created Event of the Year” Award for cities under a population of 400,000 at this year’s National Association of Sports Commissions (NASC) Sports Event Symposium being held this week in Sacramento.

The Locally Created Event of the Year award goes to an active member of NASC with the most outstanding locally created event or program. This event can be newly created or a long-standing event, but must be an event/program created by the submitting organization to serve a local community or an organizational need.

According to the judges: “Spokane identified a unique niche in honoring high-school aged athletes in their community using an ESPY’s model atmosphere. They produced the first-ever televised award show in the region, creating a memorable student-athlete experience.”

“Four years ago, with our partners at SWX, we had an idea to transform the Spokane Youth Sports Awards into a high-energy, televised celebration for student-athletes and their families,” says Eric Sawyer, Spokane Sports Commission President and CEO. “We are so proud of how this award show has grown into a ‘must-attend’ event for local athletes and their families. To be honored nationally for one of our favorite yearly projects is really exciting for our entire team at the Spokane Sports Commission.”

The 25<sup>th</sup> annual NASC Sports Event Symposium is being held March 27-30 at the Sacramento Convention Center. The NASC Sports Event Symposium is the annual meeting for the only non-profit 501(c)3 trade association for the sport tourism industry. For 25 years, the Symposium has been designed for serious-minded sport tourism professionals by sport tourism professionals. Learn more at [www.sportscommissions.org](http://www.sportscommissions.org).