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MAASA Selected as Host of the 2015 USSSA Eastern World Series

Salisbury, MD – The United States Specialty Sports Association (USSSA) has announced its Eastern World Series will return to Delmarva in 2015. The three-legged series will run from July 15 to Aug. 1. The event traditionally draws close to 400 teams to the region, and organizers anticipate the same level of participation for 2015. The 2014 event spanned three weeks, generating an estimated economic impact of \$20 million and hotel room night demand in excess of 12,000.

“The efforts put forth in the past from the staff along with the support we’ve received from local businesses, particularly the hotels and restaurants, and civic leaders made the decision to return this three week, 400 team event to the area an easy one,” shared Bill Dowell, USSSA Vice President of Fastpitch and Tournament Organizer. Dowell expanded, “USSSA and the local community have shared the same vision for years and we look forward to further solidifying that partnership in 2015.”

“This is the ninth consecutive year the County will host the World Series,” shared Wicomico’s Executive Bob Culver. “The tournament had only 58 teams when it first came here in 2007, but we could see it had great potential. Now that it’s exploded to 400 teams, we’re grateful USSSA remains a strong partner, and we’re excited to host this year’s event in collaboration with Ocean City and Worcester County.”

The 2015 event will be billed under the Mid-Atlantic Amateur Sports Alliance (MAASA), which was formed by the Town of Ocean City, Wicomico and Worcester Counties in 2014. The formal sports marketing partnership is the first of its kind in the nation, and it leverages the combined assets of each jurisdiction in order to attract, retain and build sports marketing events. “The requirements of events like the World Series are much greater than any of us can handle on our own,” explained Culver. “By working together we’re able to meet the needs of large scale sports marketing promoters and see that our region continues to benefit from hosting them.”

“We are pleased to welcome back the USSSA Eastern World Series,” said Ocean City Mayor Rick Meehan. “We take pride in hosting these amazing athletes, their coaches and their families.” With almost 400 teams anticipated, the area will see an influx of approximately 15,000 visitors over the three week series including players, coaches and families. Area hotels benefit from the flood of visitors, including the tournament’s host hotel the Hampton Inn of Salisbury. General Manager Jenifer Prokofiew, “We’re thrilled to welcome these amazing teams and their families to our hometown on the shore. We look forward to seeing lots of familiar faces again this season and making it another year to remember.”

In addition to filling hotel rooms, visitors shop, dine and enjoy the area's many attractions while they are here. The Salisbury Area Chamber of Commerce's President & CEO, Ernie Colburn said, "This is a huge economic engine for our area. Hotels, restaurants, Salisbury's revitalized downtown...will benefit from this three week infusion." Colburn continued by saying, "Our doors are open for business and welcome players and families to our Lower Shore hospitality."

2015 USSSA World Series Dates:

Week 1: July 15-19, 10U Open, 10C, 12U Open, 12C

Week 2: July 21-26, 14U A, B & C

Week 3: July 27-Aug 1, 16U Open, 16UC & 18U Open, 18UC

**'U' abbreviation for Under.*

Teams are traditionally drawn from over 14 different states as well as Canada. The Henry S. Parker Athletic Complex in Salisbury, Md. provides the main fields of play for the series with games also taking place elsewhere in Wicomico County as well as the Town of Ocean City and Worcester County. Tournament games are open to the public. For additional information on the USSSA World Series, please visit www.SalisburyChampionships.org.

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www.WicomicoCounty.org

www.WicomicoRecandParks.org

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