



Maryland @ Play

Maryland Office of Sports Marketing

Issue 01, November/December 2011



In This Issue

[The Month to Come](#)

[The Month That Was](#)

[OSM Update](#)

[Media Blitz](#)

[TEAM Maryland Spotlight](#)

Upcoming Events

December 3

Baltimore Flag Football Festival

Pimlico Race Track
Baltimore, MD

December 10

America's Game: Army vs. Navy

FedEx Field
Landover, MD

December 27 - 30

Governor's Challenge Basketball Tournament

Wicomico Civic Center
Salisbury, MD

December 29 - 31

11th Crabtown Showdown

Various Rinks in and around
Laurel, MD &
Annapolis, MD

January 8

The Mason-Dixon Quad

McDonogh School
Owings Mills, MD

January 16

12th Annual TD Bank MLK Cup

Maryland SoccerPlex
Boyd, MD

February 3 - 5

27th Annual Frederick Classic

From the Director's Desk

Welcome to Maryland @ Play!



The Maryland Office of Sports Marketing will be releasing this quarterly newsletter to help keep our constituents better updated on the sports happenings throughout the State of Maryland. Over the past three years, the Office of Sports Marketing has engaged in over \$1 billion in sports recruitment efforts and has helped to secure over \$400 million worth of economic impact from those activities. This success has been achieved by creating great partnerships, working with good leadership and, more importantly, receiving the buy-in from all that Maryland truly is "Here To Play"!

The State of Maryland might be small in land mass, but it is huge in assets: from venue options, to a diverse geography, to corporate support and to the tremendous people engagement - TEAM Maryland. Throughout our newsletter we will share highlights of the activities ahead and the activities recently past, as well as emphasizing the groups that are making Maryland the true sports event destination it is.

I ask you to take a moment to visit our [website](#) and our [TEAM Maryland](#) site. Please take a few minutes to review and read our [Here 2 Play](#) blog, view our [YouTube](#) videos, or download a photo and share great Maryland sport moments on our [Flickr](#) page. Our office is working hard to ensure that all who follow sports of all types are adequately informed and a voice is given to their events.

We welcome your feedback and we welcome your suggestions. Please feel free to e-mail us at info@MarylandSports.us. I hope you enjoy Maryland @ Play!

Sincerely,
Terry Hasseltine

The Month To Come



Looking at this month and beyond, we have some big events on the horizon. This past weekend, [North American Table Tennis](#) returned to Baltimore for its [2011 Teams Championship](#). This event is the single biggest table tennis event in America, and also one of the most exciting. More than 200 teams and over 1,000 players attended

Frederick Gymnastics Training
Ctr.
Frederick, MD

February 17 - 19
CAC Swimming Championships
St. Mary's College of Maryland
St. Mary's City, MD

TEAM Maryland Partners

[Anne Arundel County](#)
[Baltimore City](#)
[Baltimore County](#)
[Charles County](#)
[Frederick County](#)
[Garrett County](#)
[Harford County](#)
[Howard County](#)
[Montgomery County](#)
[Ocean City](#)
[Prince George's County](#)
[St. Mary's County](#)
[Wicomico County](#)



the event.

In two weeks, college's greatest rivalry returns to the Maryland gridiron when Army and Navy face-off at FedEx Field in Landover. The first game between the two teams was played in 1890, and the match-up is now considered the nation's most enduring rivalry. The last time the rivalry was played in Maryland was at Baltimore's M&T Bank Stadium in 2007. The game returns to Baltimore in 2014 & 2016.

The Month That Was

The past couple of months in Maryland have been filled with running events. Many race organizers take advantage of the change in season and Maryland's cooler temperatures come October and



November. We've seen a variety of races take place here this year. In addition to the traditional races, like the [Baltimore Running Festival](#) and [Annapolis Half Marathon](#), there have been some non-traditional races, like the [Run For Your Lives 5K in Darlington](#). The course featured multiple obstacles for runners to undertake, all the while being chased by zombies (well, humans dressed as zombies...at least we think). Maryland has also seen some championship-caliber running events. The University of Maryland Eastern Shore hosted two major college tournaments this year. First was the [MEAC Cross Country Championships](#) back in October, followed by the [NCAA Mid-Atlantic Cross Country Regionals](#) on November 12.

OSM Update

TEAM Maryland Pays Vegas a Visit for 2011 TEAMS Conference

Nine TEAM Maryland partners and the Office of Sports Marketing headed to Sin City in early October for the TEAMS Conference and Expo! On Day 1, we hosted the General Session - State of the Industry- with Don Schumacher, Rich Bender and Bobby Dodd. On Day 2 the TEAM conducted over 20 one-on-one appointments with various Rights Holders and National Governing Bodies (NGBs) in an effort to land significant leads and prospects for Maryland. The range of appointments was diverse and TEAM Maryland made every opportunity count! This was a tremendous opportunity to bring home some great treasures to Maryland.



Terry Joins U.S. Delegation in Bratislava for Canoe Slalom World Championships



Terry made his way to Bratislava, Slovakia as one of the U.S. representatives for the Canoe Slalom World Championships that were held September 6 - 11, 2011. Deep Creek was awarded the 2014 Championships, marking the first time the Championships will be held in the United States since 1989 when they were held on the Savage River in Garrett County. As part of the Deep Creek 2014 recon team, he was there to observe and study the inner workings of the Canoe Slalom World Championships. Terry and the delegation shared their experiences and insights during the Championships with our [Here 2 Play](#) blog. You can check out all their entries and photos on our [Deep Creek 2014](#) page.

Media Blitz

Check out what people are saying about sporting events in Maryland:

- [Table Tennis championships return to Baltimore](#)
- [Thousands weave through town for half marathon](#)
- [Girls complete first weekend of ASL play at Bethesda Thanksgiving Showcase](#)
- [OC trying to ride tour's interest](#)
- [Arenacross champ Tyler Bowers is revved up for 1st Mariner Arena event](#)
- [LPGA Futures Tour returns to Maryland in 2012](#)
- [Kenyan Muange wins Baltimore Marathon in his first race at that distance](#)
- [Zombies to invade Ramblewood in Darlington](#)
- [World canoe, kayak races coming to Garrett](#)

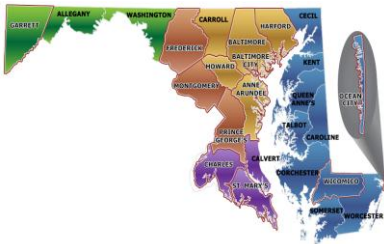
TEAM Maryland Spotlight

Welcoming the New Members of



This year we welcome three new TEAM Maryland members:

- **Charles County**
- **Garrett County**
- **Ocean City**



Charles County features over 21,000 acres of parkland and is home to the Southern Maryland Blue Crabs. It has over 300 miles of shoreline and is known for its world class Potomac River bass fishing.

Garrett County is the home of Deep Creek Lake, the state's largest freshwater lake at 3,900 acres. It features over 90,000 acres of parks, lakes and forest lands. It's also home to Wisp Resort, the state's only alpine ski resort.

Ocean City has over 10 miles of surf and sand. There are over 10,000 hotel rooms and 25,000 condominium units. It most recently hosted the first stop of the 2011 Dew Action Sports Tour, and it's home to the White Marlin Open.

Upcoming Events

[OC Christmas Classic Open Championship](#)

12/3

[Allegheny Collegiate Ski Races](#)

1/7 - 1/8

[5th Annual Unique Classic](#)

2/18 - 2/21

[Reach the Beach Rec & School Nationals](#)

2/24 - 2/25

[Maryland JuCo Golf Tournament](#)

4/28

[2012 Southern Maryland Classic](#)

6/16 - 6/17

401 E. Pratt St. | 14th Floor
Baltimore, MD 21202
410.767.3373



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Maryland Office of Sports Marketing | 401 E. Pratt Street | 14th Floor | Baltimore | MD | 21202