

## **MEDIA ADVISORY**

For Immediate Release: July 14, 2025



## **AMERICA'S YOUTH ON PARADE USA TWIRLING CHAMPIONSHIPS RETURN TO NOTRE DAME**

**What:** America's Youth on Parade USA Twirling Championships return to South Bend this week. Put on by National Baton Twirling Association International, Inc., AYOP is expected to bring over 1,300 participants. There will be athletes competing from more than 30 states as well as Canada and Spain.

Team USA will be in attendance and its members will be competing as they prepare for World Championships later this summer in Italy. Additionally, approximately 100 colleges and universities are represented in the competition of Collegiate Twirlers.

Taking place at the Joyce Center for the 54th year, Visit South Bend Mishawaka is thrilled to continue hosting this longstanding event that welcomes a significant impact on the local economy.

"There is perhaps no other sport that demands both artistry and athleticism in such perfect balance, but the life lessons these young people learn from such a demanding sport far surpass any accolade they earn in competition," shared NBTA International, Inc. founder Don Sartell.

**When:** July 15-18

**Where:** Joyce Center, Notre Dame

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*VSBM promotes tourism and develops the visitor experience in St. Joseph County as the lead destination organization.*

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