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NATIONAL BATON TWIRLING CHAMPIONSHIPS RETURN TO NOTRE DAME

South Bend, Ind. — Visit South Bend Mishawaka (VSBM) is excited to announce the National Baton Twirling Championships will take place July 16-19, 2024, at the University of Notre Dame.

Formerly known as America’s Youth on Parade (AYOP), this event is hosted by the National Baton Twirling Association. It has been held at Notre Dame for more than 50 years.

“We’re thrilled to continue hosting this longstanding event as it enters a new era as the National Baton Twirling Championships,” said VSBM Executive Director Jeff Jarnecke. “We know the competitors and attendees look forward to this event all year long and that it has a significant impact on the local economy.”

The championships typically include approximately 3,000 participants from the youth to college level and 9,000 total attendees from around the country.

The 2023 competition generated an estimated \$1.2 million in economic impact.

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

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