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FOR IMMEDIATE RELEASE
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Volleyball Tournaments Fuel York County Economy January events bring more than \$5 million in economic impact

YORK, PA – The new year is starting off with a big boost to the York County economy. Two volleyball tournaments are responsible for a big bump in those economic numbers. Combined, these tournaments will bring an estimated economic impact of more than \$5 million to York County. Sports tourism continues to be one of the biggest drivers for recovery to the York County economy.

MLK Volleyball Tournament will be held at the York Expo Center January 15-17. This tournament will bring more than five thousand participants and spectators into the area. The total estimated benefit to the local economy from this event is \$2.9 million.

The second volleyball event is the AAU York Grand Prix Volleyball Tournament and will run January 29-30 at the York Expo Arena. This is a new event for York County, and we are excited to welcome the event organizers and participants to our amazing county. The Grand Prix is expected to bring nearly four thousand athletes, coaches, and spectators to the area. The total estimated benefit to the local economy from this event is \$2.1 million.

The estimated economic impact for these events includes rental fees for venues, hotel rooms for participants, as well as leisure activities such as visits to restaurants, shops, and other attractions.

Explore York's Sport York program is designed to recruit events and generate additional economic impact in York County. Sport York positions York County as Pennsylvania's Premier Sports Destination, highlighting the area's dynamic facilities and central location on the East Coast. For further information about Sport York, visit www.yorkpa.org/sports.

Explore York's Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York's Vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising York County's profile as a sought-after destination. For more information on Explore York, call 1-888-858-9675 or visit www.yorkpa.org.



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