



For Immediate Release



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Softball and Swimming Take Center Stage this July in Placer Valley

Longer Tournaments Equal More Tourism Dollars Spent in South Placer County

Rocklin, CA - July 7, 2016 - July is heating up in Placer Valley with three major youth sporting events that are each nearly a week long and are all championship style tournaments.

Not only will these longer tournaments result in a nearly full occupancy rate for the hotels, the local restaurants, retail shops and attractions will see a significant increase in sales as well. These three events are expected to bring more than 10,000 youth athletes, coaches and families combined to Placer Valley.

First up is the USSSA World Series 14U Girls Fastpitch that will begin on Monday, July 11 with an outstanding pre-game event, a college prep clinic where coaches from Oregon Ducks, Penn State, Sacramento State and William Jessup University will be on hand. The opening ceremony is schedule for July 12 and games are slated to run through July 16 at Maidu Park in Roseville.

Next up is the USA Swimming Speedo Championship Series California-Nevada Sectionals that will take place July 21-24 at the prestigious Roseville Aquatics Complex. CCA, Roseville's premier year-round swim team, received the coveted honor of hosting this incredible event for the first time that will bring nearly 600 of the fastest amateur swimmers from California and Nevada competing for a spot at the national competition that takes place in August.

PVT rounds out July with the ASA/USA 14U Class A Girls Fastpitch Western National Championship on July 25-31. Teams from Colorado, Oregon, Washington, Nevada and of course, California will be out competing at Maidu and Mahany Parks in Roseville and Foskett Park in Lincoln for this week-long event that will bring hundreds of softball players and their families to our area.



About Placer Valley Tourism

Placer Valley Tourism (PVT) is made up for the 23 hotels in Roseville, Rocklin and Lincoln, California. PVT recruits and supports hundreds of annual events with grants, marketing, volunteers and other services as needed. To learn more about how PVT can help bring your event here, visit www.playplacer.com or call 916-773-5400.

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If you'd like more information please call PVT at (916) 773-5400 or email Amy Looney at alooney@placertourism.com.

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