



# PLACER VALLEY

ROSEVILLE • ROCKLIN • LINCOLN

California's Sports Destination

2204 Plaza Drive Suite 110

Rocklin, CA 95765

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## FOR IMMEDIATE RELEASE



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EVENT: ASA Western Nationals Girls A 10U & 12U Tournament 2012 Opening Ceremony

WHEN: July 30, 2012

WHERE: Roseville, CA

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### Olympic-Style Opening Ceremony

#### ASA Western Nationals Draws Thousands, Portrays Olympic Spirit

**Rocklin, CA**—The ASA Western Nationals Girls A 10U & 12U Tournament kicked off its week-long tournament with an Olympic-style opening ceremony. Softball players donned costumes, face paint, masks, and hair accessories while walking around the football stadium to the “beat and drum” of music and an announcer’s voice. Placer Valley Tourism contributed to the tournament’s success through its financial assistance, allowing Greater Sacramento Softball Association to continue hosting these types of events. The cities of Roseville and Lincoln graciously supported the event with some of their most pristine fields.

Many of the 87 teams travelled as far away as Hawaii, Nevada, Oregon, Washington, Arizona, and Idaho. The Firecrackers 02 (Southern California) won the 10U division while the Guava

Jam (Hawaii) took the 12U title. Although the tournament marked the end of the season for summer travel softball programs, the Firecrackers 02 and Guava Jam are able to continue on to the ASA/USA National Championship.

The opening ceremony began Monday afternoon with a carnival that featured a bounce house, magician, balloon art, air brush tattoos, and photo booth. Opening ceremony festivities officially began at 7pm with an introduction of all 87 teams and 30 umpires followed by speeches given by the Roseville Mayor, Pauline Roccucci, CA State Assemblywoman, Beth Gaines, and ASA Western Commissioner, Jeff Dubchansky. The evening ended with softball players dancing to live music provided by a DJ.

Placer Valley Tourism [PVT] is made up of 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 you bring your event here, visit [www.placertourism.com](http://www.placertourism.com) or call (916) 773-5400.

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If you'd like more information about this topic, please call Placer Valley Tourism at 916.773.5400 or e-mail Anna Engel at [aengel@placertourism.com](mailto:aengel@placertourism.com).