



PLACER VALLEY

ROSEVILLE • ROCKLIN • LINCOLN

California's Sports Destination

2204 Plaza Drive Suite 110

Rocklin, CA 95765

<http://www.playplacer.com>

FOR IMMEDIATE RELEASE

EVENT: Senior Softball California Cup

WHEN: July 5-10

WHERE: Rocklin, CA

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California Cup Brings Influx of Senior Tourism to Placer County

More Than 80 Senior Softball Teams to Compete in Rocklin

Over 1.5 million men and women over 40 play team softball in the United States—about a thousand of these men and women will assemble in Placer Valley for the Annual California Cup July 5th through 10th! Players will range from 40 years-old and up, representing over 80 softball teams from California and other “far west” regions. **Placer Valley Tourism, in allegiance with Senior Softball USA (SSUSA) is hosting this colossal tournament in the parks of Roseville and Lincoln to celebrate its 10th Anniversary!**



The tournament marks one of the two largest Senior Softball competitions held in California (the other being the Western Nationals, set to take place in Roseville and Sacramento at the end of July). The nonstop action will take place at Foscett and Maidu Parks.

The California Cup is a qualifier for the Senior Softball Tournament of Champions (TOC), which is set to take place in Polk County, Florida in the beginning of February. Last year, of the

75-plus teams that competed in the California Cup, 16 California teams earned berths to the TOC and two of those teams won 1st in their divisions.

“It is great to come out and see the 80 year-old teams (especially) do what they do, and compete at that age; the 40's are exciting to watch, as they play fast and hit long home runs,” says SSUSA official Giovanni Crotti. “These teams compete against each other in league play and various other tournaments, but to be crowned California State Champion is an honor that you carry with you, and gives you bragging rights for the whole year.”

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 bring your event here, visit www.playplacer.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 Olivia Barton at obarton@placertourism.com