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# News Release

**FOR IMMEDIATE RELEASE**

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## **SPORTSPLEX BEGINS 2010 SEASON WITH FULL SLATE OF TOURNAMENTS**

**JACKSON, TENNESSEE** —More than 100 sports teams will travel to Jackson this week to play in a sports tournament. The NAIA Division I Women's Basketball Tournament as well as the baseball and softball games at the West Tennessee Healthcare Sportsplex are expected to attract about 5,000 people to Jackson.

At Oman Arena, 32 teams will compete in the NAIA women's basketball tournament, which began Wednesday and ends on March 23. Meanwhile, the West Tennessee Healthcare Sportsplex will kick off a new season of baseball and softball tournaments this weekend.

The Sportsplex will host the third annual Sara Beth Whitehead high school softball tournament from March 18-20 and the USSSA (United States Specialty Sports Association) Play Ball Spring Classic scheduled from March 19-21 for baseball players ages 7 to 14.

"We are fortunate to have a sports destination like the West Tennessee Healthcare Sportsplex in Jackson," said Lori Nunnery, executive director of the Jackson Convention and Visitors Bureau. "Travel team baseball and softball at the Sportsplex accounted for 1061 teams in 2009. With each team, it is estimated 60 people follow, resulting in over 63,000 visitors to our community annually. Added to the 150 seasonal jobs created, it is evident that the Sportsplex is an economic driver for Jackson."

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