



ELIZABETH CITY AREA CONVENTION AND VISITORS BUREAU

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## FOR IMMEDIATE RELEASE

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### **It's time to *play ball* at the Elizabeth City South Park Sports Complex!**

(Elizabeth City, N.C., Aug. 11, 2011) -- Elizabeth City is just days away from its first youth baseball tournament at the new South Park Sports Complex. On Aug. 20, up to 30 teams representing [Nations Baseball Virginia](#), drawing players from Southeastern Virginia and Northeastern North Carolina, will travel with their families to Elizabeth City for the competition, while staying in area hotels and dining in local restaurants. The weekend is a culmination of an effort by [Elizabeth City/Pasquotank County Parks and Recreation](#) and the [Elizabeth City Area Convention & Visitors Bureau](#) (ECACVB) to bring sports tourism to the area while providing local youth a new sports facility.

"We are very excited to have the opportunity to serve both our local youth teams as well as neighboring leagues with such a beautiful facility," said Parks and Recreation Director Bobbi White. "Elizabeth City offers a close-in destination with excellent playing fields and family-friendly amenities, and we are excited about getting the fall season underway."

Managed by Elizabeth City/Pasquotank County Parks and Recreation, the South Park Sports Complex offers five lighted youth fields for individual, team and league play. The complex can accommodate up to 30 teams at a time for baseball (12 years old and younger) and softball (18 years old and under) games and tournaments. Features include three 200-foot baseball and softball fields, two 250-foot baseball fields, portable mounds, lights for night games and stands that can welcome up to 200 fans per field.

In addition, families traveling with young athletes will appreciate South Park's amenities that include a concession stand, restrooms, batting cages, a golf driving range, playground, pavilion for picnicking and a paved walking trail that runs between the fields.

The combination of quality fields and facility enhancements is what drew Nation's Baseball Virginia to the area. The Virginia group is part of Nations Baseball Tournament Association, a Houston-based national organization that hosts high quality baseball tournaments throughout the country

Nations Baseball Virginia is set to play seven tournaments at the South Park Sports Complex this year: Aug. 20, 27; Sept. 10, 24; October 1, 29 and Nov. 12. For each visit, the organization will have six games a day on all five South Park fields.

That's the kind of news that ECACVB Director Charlotte Underwood welcomes.

Earlier this year, White and Underwood visited the Rocky Mount, N.C. Sports Complex to tour their facilities and gather information. From this meeting they learned that youth tournaments typically draw a family of four that stays for two nights, in addition to dining in area restaurants and spending in local stores. Also, there are fees associated with using the facility, including a \$250 fee per field, a \$100 gate fee per team and a \$50 vendor fee for event organizers to sell non-perishable goods, such as team t-shirts and hats.

"Our goal is to make sure the coaches, players and their families have a good time so they come back to play here again," said Underwood, who said her office will have visitor packets for the coaches.

She will also tout the new complex through the CVB's marketing program. Some Elizabeth City accommodations will offer discounts to families attending Sports Complex events.

"We want youth league organizers to know that Elizabeth City is ready to play ball!" she added.

## Elizabeth City

Elizabeth City is located in Northeastern North Carolina on the Intracoastal Waterway, halfway between Virginia Beach and the Outer Banks. Known as the “Harbor of Hospitality®,” the city has six National Register Historic Districts and is home to the Museum of the Albemarle, The Center at Arts of the Albemarle, Elizabeth City State University Planetarium, Port Discover Hands-on Science Center and the nation’s largest U.S. Coast Guard base. Nature-based travelers are drawn to the area’s proximity to Dismal Swamp and the abundance of outdoor recreational offerings. For additional information, call Elizabeth City Area Convention & Visitors Bureau at 1-866-ECity-4U (1-866-324-8948) or (252) 335-5330 or visit [www.DiscoverElizabethCity.com](http://www.DiscoverElizabethCity.com). For up-to-date info on area happenings and events, visit [www.ElizabethCityHASit.com](http://www.ElizabethCityHASit.com)

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