

Maryland @ Play

Maryland Office of Sports Marketing

Issue 02, February/March 2012



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Major Events



137th Preakness

May 19th

Pimlico Race Course
Baltimore City

WICOMICO COUNTY, PROUD HOST OF



USSSA World Series

July 18 - 29

Henry S. Parker Athletic Complex
Wicomico County

USATF NATIONAL



JUNIOR OLYMPIC
TRACK & FIELD CHAMPIONSHIPS

2012 USA National Junior Olympic Track & Field Championship

July 23 - 29

Morgan State University
Baltimore City



Cal Ripken World Series

August 11 - 19

Ripken Baseball Academy
Harford County

From the Director's Desk

Happy New Year!

The Office of Sports Marketing wants to wish all of you a prosperous and productive year ahead. The start of 2012 has been a busy one for Maryland in the sports world. Please take a few minutes to peruse the second issue of Maryland @ Play for the highlights of the good work put forth by our TEAM Maryland partners. In a very short time our partners have seen tremendous success and growth in the sports event and travel marketplace. Our office is very fortunate to have so many great teammates who are looking forward to building on this success and fostering our relationships for future growth.

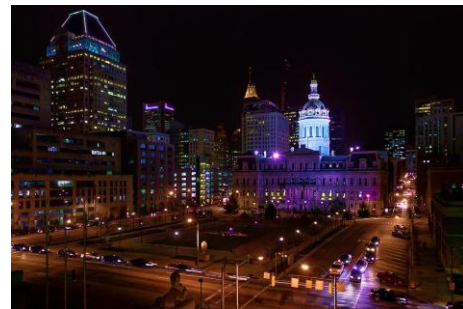


I ask that you take a minute to pass our newsletter onto your friends, colleagues and anyone else you think would enjoy hearing about Maryland Sports successes.

All the best,
Terry Hasseltine

The Month That Was

Many people around the state were celebrating the Ravens run through the playoffs last month; some were especially excited that the team was able to host its first playoff game since 2006. Lots of people came to Baltimore for the [match-up against the Houston Texans](#),



including visiting fans and national media. But the Ravens weren't the only show in town. Many other sports were holding big events in Maryland, like the [NASTAR Racing](#) at WISP Resort, the [Cavalier Duals](#) at Archbishop Spalding and the [Terrapin Invitational](#) at the Prince George's Sports and Learning Complex. Also, [Wicomico County made a big announcement last month](#) regarding the USSSA World Series coming this July. The USSSA has awarded more divisions to play in Salisbury this coming summer, with only Kansas City and Orlando hosting more games.

The Month Ahead



While the New Year signals the close of the season for some sports, for others it's a fresh start. One of those seasons that's about to get underway is lacrosse, our state's official team sport. On March 10th the [Konica Minolta Face-off Classic](#) will mark the beginning of the lacrosse season. In its sixth year, the showcase, held at

M&T Bank Stadium, gives fans the opportunity to celebrate a new season while featuring some of the nation's top ranked teams. This year's Classic highlights match-ups between North Carolina and Princeton, Virginia and Cornell, and UMBC and Johns Hopkins. Four of the last five national champions began their championship season at the Face-Off Classic, giving fans the opportunity to see the start of the race for the national title.

Heads Up...

The Maryland Stadium Authority just released its annual report. Here you can find out more about MSA projects and events, including a write-up on the Office of Sports Marketing and our TEAM Maryland initiatives. [Read more...](#)



Challenge at Musket Ridge
August 20 - 26
Musket Ridge Golf Club
Frederick County

TEAM Maryland Partners

[Anne Arundel County](#)
[Baltimore City](#)
[Baltimore County](#)
[Charles County](#)
[Frederick County](#)
[Garrett County](#)
[Harford County](#)
[Howard County](#)
[Montgomery County](#)
[Ocean City](#)
[Prince George's County](#)
[St. Mary's County](#)
[Wicomico County](#)



We're only a month and a half away from Orioles opening day, and Camden Yards is getting a facelift. Improvements are being made around the stadium, from new floors and wall coverings to new bars and restaurants on Eutaw Street. You can read about and see the new upgrades and additions [here](#).

The U.S. Men's Soccer Team will be making a trip to Maryland to face-off against Brazil. This exciting match will take place at FedExField in Landover on May 30th. This marks the first time the USMNT will play at FedExField. For more information, you can check out the story [here](#).

We'd like to welcome Aloha Tournaments, based in Towson, to the National Association of Sports Commissions. Many of Maryland's Events Rights Holders and National Governing Bodies are members of NASC. To read more about Maryland's ERHs and NGBs visit the "[Maryland's Own](#)" section of our blog.

The CAA Women's Basketball Tournament is returning to the Show Place Arena in Upper Marlboro March 8-11. The tournament features the nation's #1 player, Elena Delle Donne of the University of Delaware. Check out Elena's incredible story of how [she found her way back to basketball](#) and has brought the mid-major Blue Hens to national prominence.

Maryland has a new half marathon race! The inaugural St. Michael's Running Festival will take place on May 19th. The festival features a half marathon, a 10K run and a 5K run/walk. Registration is now open, and you can sign up at the following [link](#).

OSM Update

TEAM Maryland Partners Pull In Big Events

Three of our TEAM Maryland members were awarded national events for 2012: Frederick received the 2012 Mid-Atlantic Tough Mudder, Montgomery received the inaugural Hero Rush run and Anne Arundel received the USA Field Hockey Regional Club Championships for the Chesapeake region. All three events are huge wins for Maryland and were all made possible through TEAM Maryland's involvement in industry conferences like TEAMS Conference & Expo and the NASC Symposium.



Tough Mudder, an extreme obstacle course designed by British Special Forces, has been [working with OSM to bring one of their events to Maryland](#) for over a year, and Crumland Farm in Frederick was awarded the event. Tough Mudder has another Maryland connection, as the event has recently partnered with Baltimore-based apparel company Under Armour. The two-day event will take place September 8-9 and is expected to bring over 5,000 participants each day with a

1:1 participant-to-spectator ratio. That makes Tough Mudder a great asset for Frederick and the state.

Another obstacle race making its debut in Maryland is [Hero Rush](#), which was designed by two volunteer firefighters from Hyattsville.



The inaugural run will take place at High Point Farm in Clarksburg on April 28th and then will travel to 11 different cities around the country. The race incorporates fire-related obstacles like climbing ladders, breaking down doors, and simulating life saving techniques, giving the average Joe a taste of what life is like for a firefighter. The race is tied to the National Fallen Firefighters Foundation, with Hero Rush donating \$20 to the foundation for every race entry.



The [USA Field Hockey Regional Club Championships \(RCC\)](#) are also coming to our region. The Chesapeake RCC will take place in late spring 2012 in Anne Arundel County and will feature teams from Maryland, Delaware and Washington, DC. Two teams from the U19 division and one from the U16 will advance to the National Championships to be held in late July at the USA Field Hockey National Training Center in Virginia Beach. The Club National Championships began in 2011, and this year USA Field Hockey has expanded the Championships to include the Regional Championships. These regional events will identify the best club teams in the country while growing the sport of field hockey.

Media Blitz

Check out what people are saying about sports in Maryland:

- [Harford County: A Growing Sports Destination](#)
- [United States to play Brazil in soccer friendly at FedEx Field](#)
- [Don't believe everything you hear - Baltimore can play in the big leagues](#)
- [New WPSL Maryland Capitols aim to carry on WPS Washington Freedom legacy](#)
- [Dew Tour wants to return to OC](#)

- [Events center planned for Harford's Cedar Lane Regional Park](#)
- [Resort optimistic about sports marketing venture](#)
- [Region hopes to score from initial hosting of Army-Navy game](#)
- [WAGS Real Vodicka Memorial Tournament joins NSCAA and Elite Tournaments' showcase series](#)
- [En garde! Fencing competition draws 340 participants](#)
- [Orioles look to turn Camden Yards into year-round destination](#)
- [Maryland SoccerPlex earns turf managers' "Field of the Year" award](#)
- [Table tennis draws players, fans from around the world](#)

TEAM Maryland Spotlight

February 17 - 19

CAC Swimming Championships
St. Mary's College of Maryland
St. Mary's City,
St. Mary's County

February 17 - 19

Maryland JUCO Basketball Championships
Frederick Community College
Frederick, Frederick County

February 18 - 21

5th Annual Unique Classic
Unique Sports Academy
Waldorf, Charles County

February 19

2012 Maryland Open
Wisp Resort
McHenry, Garrett County

February 20

TD Bank President's Day Cup
Maryland SoccerPlex
Boyd's, Montgomery County

February 24 - 25

Reach the Beach Rec & School Nationals
R. Powell Convention Center
Ocean City

March 9 - 11

Capital Showdown Hockey
Piney Orchard Ice Rink
The Gardens Ice House
Odenton, Anne Arundel County
& Laurel, Prince George's
County

March 12

Shamrock Shootout
Crown Sports Center
Eden, Wicomico County

March 17-18 & 24-25

Baltimore Mania Soccer Tournament
Covenant Park
Ellicott City, Howard County

March 31

Greenspring Valley Point-to-Point
Shawan Downs
Lutherville, Baltimore County

March 31 - April 1

Opening Day Tournament
Ripken Baseball Academy
Aberdeen, Harford County



401 E. Pratt St. | 14th Floor
Baltimore, MD 21202
410.767.3373



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Martin O'Malley, Governor | Anthony Brown, Lt. Governor