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From the Director's Desk

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Hello from Maryland!



The Office of Sports Marketing and our TEAM Maryland partners have been busy over the past few months with producing and securing events throughout the great State of Maryland! These events are providing valued economic gain, positive media exposure, good quality of life and solid opportunities for success. Please take a few minutes to scan the third issue of Maryland @ Play for the highlights of the good work put forth by our partners and OSM.

From the start, our newsletter has received positive feedback and we ask you to send us a note with your comments to data@marylandsports.us at your convenience. As with anything we do, we are always looking to get better and to get better one must always accept new challenges to achieve higher standards. We look forward to meeting those higher standards set forth by our friends, colleagues and partners in the industry.

Major Events



137th Preakness
May 19th
Pimlico Race Course

All the best,
Terry Hasseltine

The Month That Was

We will be the first ones to admit that March was literally madness for us with so many events occurring throughout the state! Between the Konica Minolta Face-Off Classic in the beginning of the month to the basketball conference play-offs and NCAA Basketball Tournament, Maryland was a buzz with sports events on courts, fields, hardwood and water.



USSSA World Series

July 18 - 29

Henry S. Parker Athletic Complex



2012 USATF National Junior Olympic Championship

July 23 - 29

Morgan State University



Tottenham v Liverpool

July 28th

M&T Bank Stadium



Cal Ripken World Series

August 11 - 19

Ripken Baseball Academy

And while we understand most northern locations were not too thrilled with the lack of snowfall over the winter, at Camden Yards the lack of the five feet of white stuff was a relief as workers readied The Yard for not only Opening Day but also the celebration of 20 years in downtown Baltimore. Coinciding with Opening Day, the ASICS Northeast Qualifiers arrived in Baltimore and National Harbor for their annual event- and needless to say, on Opening Day Baltimore's Inner Harbor was mobbed with Orioles fans clad in orange and black and 6 foot giants sporting the latest sock colors.



The Month Ahead



With April behind us now, the first weekend in May begins with a resounding bang as thousands of wrestlers from up and down the eastern seaboard converge on Wicomico County for the 2012 Eastern National Championships- the South

Regionals alone had 1,200 wrestlers, so numbers will even higher for this event. The bang can also be heard in Frederick, as the Frederick Running Festival gets underway! This event is USATF certified and serves as a warm up to the Baltimore Marathon later this year. In the wee hours of the morning the following weekend, Annapolis will come alive as the Land Rover TriRock triathlon series invades the land and sea surrounding the capital.

For the past 137 years, the third weekend in May has put Maryland

on center stage as all eyes and wallets are keenly tuned into the status of the Derby winner leading up to the Preakness Stakes. That same weekend races of a much different caliber are underway, as the Warrior Dash lands in St. Mary's at Budds Creek and the inaugural St. Michael's Running Festival in Talbot County on the Eastern Shore.



To wrap up May, soccer consumes the Central Region as the perennial favorite Columbia Invitational begins Memorial Day weekend. Maryland's Own Elite Tournaments will be running the massive tournament that includes 600 teams- 400 from outside Maryland and a plethora of fields across four counties. Soccer also invades Prince George's as the USA takes on international icon Brazil at FedExField May 30th.

Heads Up...



Challenge at Musket Ridge

August 20 - 26
Musket Ridge Golf Club

Tottenham Hotspur Football Club will play Liverpool Football Club in an all-Premier League soccer match on Saturday, July 28th at 1:00 p.m. EST at M&T Bank Stadium in Baltimore. The match-up features two of the most popular teams in the Barclays Premier League, widely regarded as the most competitive and elite soccer league in the world. Tickets are still available but going fast for the all-Premier League fixture. Click [here](#) for ticket information.

TEAM Maryland Partners

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



Aloha Tournament's annual Warrior Lax Splash consumes Baltimore County June 1-3. Warrior Lax Splash is a competitive lacrosse tournament for boys and girls ages 7/8 through 13/14.

AT&T National hosted by Tiger Woods tees off June 26th at the Congressional Country Club in Montgomery. The 2012 AT&T National field will consist of 120 top PGA TOUR professionals from around the world, competing for their share of a \$6.5 million purse. [Ticket Info](#)

Annapolis, July 5th: Just 3 weeks until the start of the Summer Olympics in London. Here at one of the US premiere maritime venues over 400 competitors, parents and spectators will gather to kick off the 2012 USA Junior Olympic Sailing Festival- Chesapeake Open! The Festival starts with an Olympic-style procession of competitors from the Annapolis Yacht Club Junior Sailing Center across the Eastport Bridge to the Susan B. Campbell Park at Annapolis' City Dock. [More Info](#)

Alli Sports has announced the Dew Tour will arrive in Ocean City August 16-19. Last year's event- the Pantech Open, broke attendance records as 73,000+ fans invaded OC for the event, so get your [tickets](#) early and fast!

Upstart professional soccer team Baltimore Bohemians kick off their inaugural season May 19th at Cedar Lane Regional Park outside Bel Air in Harford County. [More info](#)

OSM Update

Feet all over Hartford...



We would like to a moment to thank all the NGBs, Rights Holders and Event Owners that took time to visit with OSM and our TEAM Maryland partners at this year's NASC Symposium in Hartford! We value our time together to make better connections and to better understand the opportunities available in the marketplace. Thank you again for all that you do...Maryland appreciates you!



Media Blitz

Check out what people are saying about sports in Maryland:

- New Elite Tournaments and Tottenham tournament offering 16 players training opportunity in London
- Elite Tournaments Presents the McDonogh/Pipeline Summer Classic
- Alli Sports and Mountain Dew Announce Long Term Extension and New Dew Tour
- NASC unveils new locations of Symposium and Dir. Hasseltine named Chair Elect
- Schore's love affair with tennis a net gain for Montgomery County
- St. Michaels residents build friendship, start a running festival
- Tottenham Hotspur to play Liverpool in July 28th fixture
- Camden Yards, the stadium that changed baseball and Baltimore, turns 20
- Coast to Coast Expansion for Elite Tournaments and the NSCAA

TEAM Maryland Spotlight

May 5-6

*Eastern National Wrestling
Championships*
Wicomico Civic Center
Wicomico

May 6th

Frederick Running Festival
Frederick Fairgrounds
Frederick

May 19-20

Warrior Dash
Budds Creek Motorcross Park
St. Mary's

May 25-28

Columbia Invitational
Hartford, Howard, Baltimore &
Anne Arundel

May 30th

USA v. Brazil Soccer
FedExField
Prince George's

June 8-10

USA Field Hockey RCC's
Annapolis & South River HS
Anne Arundel

June 9-10

Sand Duels
Dorchester Street Beach
Ocean City

June 16-17

Southern Maryland Classic
Bryantown Park
Charles

June 23rd

Gran Fondo
Deep Creek Lake
Garrett

June 29- July 1

*Under Armour All-American
Lacrosse Classic*
Towson University
Baltimore

June 30- July 3

*Brine National Lacrosse
Classic & Academy*
Maryland Soccerplex
Montgomery

July 28th

Tottenham v. Liverpool
M&T Bank Stadium
Baltimore City



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



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