



Media Release
FOR IMMEDIATE RELEASE
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USTA Georgia Tri-Level State Championship Brings Tourism Boost to Troup County

Troup County, Ga. August 6, 2019 – Troup County Parks and Recreation, along with several other local businesses and entities, sponsored the USTA Georgia Tri-Level State Championship over the weekend, which brought hundreds of visitors to Troup County.

The Southern Tri-Level State Championship hosted 57 teams from around the state, only 4 of which were from LaGrange. Players began arriving Thursday evening, and the tournament was held Friday, Saturday, and Sunday. The matches were played at the Ann and Doc McCluskey Tennis Complex, LaGrange College, Callaway High School, and the Mountain Creek Villas Tennis Center at Callaway Gardens. The championship tournament accommodated three age groups with various playing levels, such as 18 and older men/women, 40 and older men/women, and 55 and over men/women, thus bringing various age groups to the area.

The four venues hosted 670 players total, along with their friends and families. Many of the participants stayed in local hotels throughout the weekend, enjoyed meals from local eateries and purchased fuel, providing a tremendous benefit to Troup County tourism and overall economic impact, which estimated around \$150,000 for overall spending through the weekend. Troup County has hosted the tournament for six consecutive years and considers it a large success for the county, as it brings extensive opportunity to the area through tourism. The annual event generates large crowds and revenue for local businesses in addition to providing exposure to local services and amenities.

Tournament champions will move on to play in the USTA Southern Tri-Level Sectionals in Louisville, Kentucky this fall, including a local Adult 18 and older women's team from LaGrange.

Media Contact: Rachel Camp, Citizen Engagement Specialist, (706) 298-3670 or rcamp@troupcogov.org.

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