

FOR IMMEDIATE RELEASE

Crowne Plaza Hollywood Beach
4000 S Ocean Drive
Hollywood, FL 33019
Contact: Misty Polihronakis
Title: Director of Sales and Marketing
Email: mistyp@cphollywoodbeach.com
Phone: 954-454-4334
Fax: 954-454-0880

Crowne Plaza Hollywood Beach Rep Joins other Sports Leaders for S.P.O.R.T.S. 2009 in Orlando

Convention and forum discuss topics of hosting sports events and groups throughout the country.

GULF SHORES, Ala. (Oct. 12, 2009)—Many of the sports events industry's most influential leaders—including Troy Whittington with Crowne Plaza Hollywood Beach (Fla.)—gathered Sept. 16-18 at Rosen Plaza Hotel in Orlando, Fla., for the industry's premier educational forum simply known as S.P.O.R.T.S. Crowne Plaza Hollywood Beach also was one of the many industry suppliers to participate in S.P.O.R.T.S. as an exhibitor.

S.P.O.R.T.S. 2009 was produced in partnership with the National Council of Youth Sports, which comprises the who's who in the youth sports industry. Its membership represents more than 185 organizations/corporations serving 60 million registered participants (44 million actual boys and girls in organized youth sports).

S.P.O.R.T.S. is produced by Covey Communications Corp. of Gulf Shores, Ala., which publishes *SportsEvents* magazine and others. Now in its third year, S.P.O.R.T.S. provides sports event planners—including administrators of sport national governing bodies, event owners and destination officials—with an open forum for discussing today's challenges of producing sports events at all levels and of all sizes.

S.P.O.R.T.S. attendees participated in discussions addressing critical issues of organized sports, including growing participation; marketing; availability of fields and facilities; athlete safety; event bid fees; room blocks and registration; social media and networking; and spectators and sponsors. In addition, the forum featured special presentations by sports celebrities and other prominent sports figures, such as Tim Brown, 1987 Heisman Trophy winner and former NFL running back; and Rick Horrow, aka "The Sports Professor" and host of "The Sports Talk" on the Versus network.

Mr. Whittington attended S.P.O.R.T.S. 2009 in representation of Crowne Plaza Hollywood Beach, a popular choice for sports groups in the Fort Lauderdale-Miami area. Located within miles of numerous renowned sports venues including Landshark Stadium, Florida International University, Brian Piccolo Park Sports Complex and Ansin Sports

Complex, the Crowne Plaza offers a tropical sanctuary for coaches, teams and groups hosting sporting events in the South Florida area.

Mr. Whittington and the Crowne Plaza Hollywood Beach joined a nationwide list of exhibitors which included Albany (Ga.) CVB, Alpharetta (Ga.) CVB, Dalton (Ga.) Area CVB, Daytona Beach Area CVB/Ocean Center, Gatlinburg (Tenn.) Department of Tourism and Convention Center, Locker 81 Fundraising Solutions, Long Island (N.Y.) CVB/Sports Commission, myESPN Highlights, SCORE American Soccer Co. and Sports Dashboards.

For more information on the Crowne Plaza Hollywood Beach Hotel, visit the Web site at <http://www.cphollywoodbeach.com/>

ABOUT CROWNE PLAZA HOLLYWOOD BEACH

Located between Fort Lauderdale and Miami on the picturesque Intracoastal Waterway, the award-winning Crowne Plaza Hollywood Beach features contemporary luxury and fresh design. Our 311 well-appointed rooms offer expansive balconies overlooking the Waterway or the Atlantic Ocean. Lush tropical landscaping surrounds the resort's spectacular waterfront infinity-edge pool, ideal for romantic waterfront dining, special events or relaxing under a cabana. The property also offers two dining options, 10,000 sq. ft. of meeting space, extensive amenities and convenient beach access. Learn more at <http://www.cphollywoodbeach.com/>

ABOUT SPORTSEVENTS MAGAZINE

SportsEvents magazine is dedicated to helping planners of sporting events and competitions hold more successful events. Published monthly, it is the industry's recognized authority for providing planning solutions and ideas that both educate and equip organizers in ensuring events reach their optimum potential in the most efficient manner possible. *Skater's Edge Sourcebook*, *Baseball/Softball Fields & Facilities*, and *Soccer Fields & Facilities* directories are also published under *SportsEvents* magazine. For more information, visit www.SportsEventsMagazine.com

ABOUT COVEY COMMUNICATIONS CORP.

Founded and owned by J. Talty O'Connor, Covey Communications Corp. is a successful multimedia company that publishes nationally distributed magazines for targeted markets. In addition to *SportsEvents* magazine and annual *Skater's Edge Sourcebook*, *Baseball/Softball Fields & Facilities*, and *Soccer Fields & Facilities* directories, Covey Communications Corp. magazines also include *ConventionSouth*, the leading magazine in the United States for meeting and convention planners who book events in the South; *Condo Owner*, serving the resort condo market; and *Crossties*, an internationally known railroad industry publication. The company is based in Gulf Shores, Ala., with additional offices in the Tampa, Fla., area. For more information, visit www.CoveyPubs.com

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