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**For Immediate Release**

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**WEST MICHIGAN SPORTS COMMISSION ESTIMATES OVER \$1 MILLION  
IN ECONOMIC IMPACT TO GRAND RAPIDS AREA DURING WEEKEND**

**Grand Rapids Storm Classic, West Michigan Spring Fling, Alliance FC Spring Invite and  
Great Lakes Lacrosse Classic all happening this weekend**

Grand Rapids, Michigan, April 18, 2008 – The West Michigan Sports Commission (WMSC) is expecting the Greater Grand Rapids area to experience an estimated \$1 million in economic impact this weekend, April 18-20, 2008. The Grand Rapids Storm Classic Basketball Tournament, West Michigan Spring Fling Baseball Tournament, Alliance FC Spring Invite Soccer Tournament and the Great Lakes Lacrosse Classic Tournament will take place simultaneously during the weekend and combine to bring in an estimated 4,600 participants/spectators that will translate into about 1,000 room nights for area hotels.

The Alliance FC Spring Invite Soccer Tournament will accommodate over 100 teams over two weekends. Teams will be traveling from many areas including: Toronto, Montreal, Indiana, Iowa, Pennsylvania and Ohio. The event will be held at the Michigan Field Sports Complex, formerly known as the Kentree Polo Club, located just north of Lowell, MI. The 96 acre facility can hold up to eighteen (18) full-sized fields and will feature several vendors from the local area including: Maui Wowi, Three Brother's Pizza and a to go version of Longhorn Steakhouse. There will be no admission for spectators to attend this event.

The Grand Rapids Storm Classic Basketball Tournament will see 67 different clubs coming from various locations. According to Jason Martin, Tournament Director of the Storm Classic, "Up from 46 teams a year ago, this year's Storm Classic boasts a record field of 67 high school boy's basketball travel teams from across the state with 51 of those teams coming from outside the Greater Grand Rapids area." Jason tributes the new found success to the strong marketing effort of his Board of Directors, WMSC and the addition of a new website enabling teams to freely access tournament information.

The Great Lakes Lacrosse Classic, hosted by the Forest Hills Lacrosse Club, is a one-day lacrosse tournament that will showcase more than 70 middle school teams within 3 different divisions: boy's grades 5<sup>th</sup> & 6<sup>th</sup>, boy's grades 7<sup>th</sup> & 8<sup>th</sup> and a girl's division. The tournament will be played at the three high schools of Forest Hills Central, Eastern and Northern with the event culminating with the Michigan State University (MSU) and University of Michigan (U of M) men's lacrosse teams playing a regular season game Saturday, April 19, 2008 starting at 7:30 PM at Forest Hills Eastern High School.

"All of these sports tournaments and the athletes, coaches, parents and spectators traveling into West Michigan to participate bring energy and excitement to our area. They are staying in area hotels, eating in restaurants and enjoying all that our community has to offer" stated West Michigan Sports Commission Executive Director, Mike Guswiler.

For more information on the events listed in this article or any other events the WMSC is currently working with, please visit [www.WestMichiganSportsCommission.com](http://www.WestMichiganSportsCommission.com) and click on Events Schedule.

**About the West Michigan Sports Commission:**

The West Michigan Sports Commission is a non-profit body serving Greater Grand Rapids and West Michigan in its mission to promote the area as a premier venue for youth and amateur sporting events, to enhance the economy and quality of life in the region.

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