FOR IMMEDIATE RELEASE – Wednesday, October 10

CONTACT:
Jamie Gates
Sr. Vice President
Conway Area Chamber of Commerce
501.514.3305
Jamie@conwayarkansas.org

Campaign focuses on impact of college athletics on community

City proclaims “Collegiate Sports Awareness Day”

CONWAY, Ark. (Oct. 10, 2012) — Three collegiate sports programs play a big role in Conway resident’s economic, physical and social health. So says a proclamation from the mayor’s office naming Wednesday, October 10th “Collegiate Sports Awareness Day” in Conway.

“Conway is an education town. One of the best things about living in Conway is the opportunity to engage with our athletic programs,” said Brad Lacy, President and CEO of the Conway Area Chamber of Commerce. “Our collegiate athletic programs contribute significantly to our economy. They offer our community attractive facilities for regional events, entertainment options for families and positive attention for our schools and town.”

The athletic programs at the University of Central Arkansas, Hendrix College and Central Baptist College are made up of 842 student athletes and 46 teams competing in 14 sports. During the 2012/13 school year they will host 342 games and matches. The Conway Area Chamber of Commerce is partnering with the athletic departments to post all games and camps on its community calendar. The Chamber is also selling a t-shirt promoting all three colleges to area employers.

Lacy said that the programs touch all Conway area residents in a number of different ways. “Whether you’re a student, retiree, business owner, summer camper or just a fan, our three college sports programs make Conway a better place to live.

###