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ARIZONA YOUTH HAVE GOT GAME...IN GLENDALE

GLENDALE, Ariz. – In another major step to bring world-class venues to Arizona youth athletes, the city of Glendale is proud to welcome the high school football championships to Cardinals Stadium in Glendale.

The city and the Arizona Interscholastic Association (A.I.A.) first partnered in 2005 on a five-year deal to bring “February Frenzy” to the Glendale Arena. This included championships for high school basketball, wrestling, volleyball and spirit line.

Since debuting in Glendale, attendance for the title games has significantly increased. The non-profit A.I.A. has seen a 40% increase in revenue, allowing the organization to develop additional youth sporting opportunities across the state.

The announcement today is similar to the agreement established between the city of Glendale, A.I.A. and Glendale Arena and provides the ultimate opportunity for fan friendly accommodations, scheduling of additional games, optimum media coverage and other opportunities to promote youth sports throughout the state.

The city of Glendale is committed to youth sports and understands the important role that it plays in our community. Officials recently dedicated a youth sports complex, located east of the stadium. This facility will provide outdoor grass fields for local soccer and football teams.

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“Bringing youth sports to Glendale’s world-class sports and entertainment district has always been a vital part of our plan,” states Glendale Parks and Recreation Director Becky Benna. “We are excited to watch the youth of today grow into athletes of tomorrow in our state-of-the-art sporting venues. We are glad our partners, the Arizona Cardinals and A.I.A. join us in the endeavor to create more amateur sports opportunities.”

For information on youth sports opportunities in Glendale, visit www.glendaleaz.com.

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