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SLIDE INTO THE GLENDALE VISITOR CENTER FOR SPECIAL SPRING TRAINING PROMOTIONS

GLENDALE, Ariz. – The Glendale Convention & Visitors Bureau is getting ready to welcome back Spring Training fans to the city during its annual Grand Slam celebration, starting on opening game day Feb. 23 and running through March 27. Fans are encouraged to start their baseball experience at the Glendale Visitor Center, which is close to greeting its 150,000th visitor who will win a special Glendale Gift Basket upon walking through the door.

The Grand Slam promotion offers baseball fans special discounts at participating businesses. Fans should make their first stop at the Glendale CVB to pick up Spring Training information. In addition, special baseball gift bags will be given out to those fans who come into the Visitor Center decked out in their favorite baseball team's apparel. Gift bags will be available on a first-come, first-served basis.

Cactus League schedules and maps of the entire Valley will be available at the Glendale Visitor Center. The Glendale CVB is located at 5800 W. Glenn Drive, #140, in downtown Glendale.

Glendale is proud to be a part of Cactus League spring training. This valued tourism event amounted to more than 1.7 million fans attending games in March 2012, generating nearly \$632 million in economic impact for our state, according to Cactus League Baseball Association. Last year in Glendale, more than 230,000 fans watched spring training games at Camelback Ranch – Glendale. Fans can also watch an exclusive video on this impact study on our YouTube channel by clicking here -

<http://www.youtube.com/watch?v=RnBCTkAk6uI&feature=youtu.be>.

“Spring training is like hosting several Super Bowls because of the economic and tourism boost experienced by restaurants, hotels and retail,” said Lorraine Pino, tourism manager for the Glendale CVB. “A recent study shows that visitors are staying an average of 5.3 nights, which is up from 4.7 nights

five years ago. To meet this rising demand, the Glendale CVB is working on creating long-term vacation itineraries and packages that provide various options to tourists staying in Glendale and the West Valley.”

To reach out to this growing audience of spring visitors, the Glendale CVB launched a uniquely targeted spring training national advertising campaign supported Maricopa County tourism grants. As part of this campaign, more than 100,000 people picked up a coffee in Chicago or Los Angeles with a customized Glendale Spring Training coffee sleeve touting Glendale’s open vistas and desert serenity, a welcome vacation from the cold climate in Chicago or hectic rush-hours in Los Angeles.

For more information on spring training at Camelback Ranch-Glendale or to learn more about Grand Slam promotions and additional spring training activities, visit www.visitglendale.com or call (623) 930-4500, like us on facebook.com/GlendaleCVB or follow @GlendaleCVB on Twitter.

About the CVB

The Glendale CVB markets the West Valley as a preferred year-round destination for visitors, conventions, meetings and major events, producing a positive economic impact and increasing leisure and business travel in the region.

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