



SEC Football Championship Game to Remain in Atlanta through 2015

ATLANTA (July 27, 2009) – The Southeastern Conference (SEC) has committed to hold the SEC Football Championship Game in Atlanta through 2015. This agreement extends a 15-year partnership and continues to solidify Atlanta as a top city for major sporting events.

“The city of Atlanta has also served us well in the past,” said SEC Commissioner Mike Slive. “The quality of accommodations and the fact that it is a transportation hub for the Southeast makes it a great city to host the SEC Weekend of Champions.”

The SEC Football Championship Game continues to be one of the most popular sporting events in the nation. Since coming to Atlanta in 1994, the SEC Football Championship Game has sold out every year but once (1995). Last year’s SEC Football Championship Game drew 75,892 fans and generated an estimated economic impact of \$25 million*.

“Atlanta has a legacy of hosting championship sports events and the Southeastern Conference events have become a strong part of that legacy, said Atlanta Convention & Visitors Bureau president and CEO William Pate. “We’re grateful that after 15 successful years in Atlanta, the SEC has committed to keeping the SEC Football Championship Game in Atlanta for another five years through 2015.”

In June, the SEC selected Atlanta to host the 2014 SEC Men’s Basketball Tournament. Atlanta will also host the game in 2011. In 2008, the SEC Men’s Basketball Tournament attracted 26,000 attendees and generated an estimated \$15 million in economic impact.

Since 2000, Atlanta has hosted 32 collegiate basketball and football championship events. The city will host the NCAA Men’s Final Four in 2013, marking the fourth time the event will be held in Atlanta.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. www.atlanta.net

###

For more information, please contact ACVB Public Relations:

Lauren Jarrell
Director
404.521.6649
ljjarrell@atlanta.net

Sarah Solomon
Specialist
404.521.6645
ssolomon@atlanta.net

Suzanne Forte
Specialist
404.521.6632
sforte@atlanta.net

Amanda Latson
Coordinator
404.521.6398
alatson@atlanta.net

*Source: Atlanta Sports Council