



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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LULAC Tournament a Home Run for Abilene

ABILENE, Texas – The Texas arm of the League of United Latin American Citizens will meet in Grover Nelson Park Labor Day weekend to play its 43rd Annual Softball Tournament.

The competition brings about 2,000 guests into the city, here to play ball, raise funds for scholarships, enjoy fellowship and build goodwill. This year’s tournament will include 114 teams: men, women and mixed. Games begin Friday and run 24 hours a day through Sunday evening.

“When this group plays, Abilene wins,” said ACVB Sales Director Debi Schultz. “Our city has a long relationship hosting Texas LULAC. We like to think we’re their home base.”

The three-day event typically tallies more than \$635,000 in economic impact for the community.

Located in the T& P Depot landmark downtown, the Abilene Convention & Visitors Bureau leverages local hotel tax into economic development. The ACVB Sports Alliance is a committee that grows the Abilene economy through booking sports events in the city. Travelers to the Abilene MSA brought \$455 million into the economy in 2017, money spent by happy people who stay in local hotels, shop, dine, and enjoy sports, arts and attractions. An affiliate of the Abilene Chamber of Commerce in 1970, the bureau has improved the quality of life and enhanced the Abilene visitor experience for nearly 50 years.