



NEWS RELEASE

For immediate release

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Softball Canada and Mayor Lee launch ticket sales campaign for 2009 international softball event

Charlottetown, PE — Kevin Quinn, President, Softball Canada and Mayor Clifford Lee were on hand today to kick off the ticket sales campaign for the inaugural International Men's Softball Championship.

On February 26, 2007, Charlottetown was given the chance to add a their mark to softball's history in Canada when Softball Canada announced that the City of Charlottetown had been award the right to host the 2009 U19 International Men's Softball Championship.

Softball Canada intended for this new event to replace the experience of the Canada Games for Provincial/Territorial teams as boys' softball has been removed as a competition sport in the 2009 Summer Games.

Quinn said the tournament was created when men's softball was not included as a competition sport in the 2009 Canada Summer Games on P.E.I. "It's usually one of the biggest spectator sports for the Canada Games," said Quinn. "We need this type of competition to attract the under 19 athletes to continue to participate in the sport. Having this event in Charlottetown in the weeks leading up to the Canada Summer Games will provide that experience. The addition of teams from the United States, Mexico and New Zealand will certainly enhance the event."

Mayor Clifford Lee commended the Local Organizing Committee, Softball Canada and Softball PEI for bringing such a major international event to the City of Charlottetown. "It's an honour for the City of Charlottetown to roll out the red carpet and host the Under 19 International Men's Softball Championship, while creating a great opportunity for our city to continue moving forward on the international stage," added Lee.

2009 will mark the inaugural year for this prestigious event and will feature some of the best male softball athletes in the 19 year-old age category from across North America and the world. The Championship will include 11 provincial/ territorial teams, and single entries from the United States, Mexico and New Zealand - making this a true International event!

Taking place July 7 – 12, 2009, this 7-day, 57-game event will attract hundreds fans, family and friends from across Canada and the world, in addition to the over 300 athletes and officials who will be participating.

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During today's announcement, organizers unveiled the schedule, highlighting the fact that Team PEI's opening game will be played at 6pm on July 7 against the Northwest Territories. All games will take place at the newly twinned Central Field Complex in Charlottetown.

Islanders, fans and family members alike can take in the event a number of ways, including:

- **Championship Ticket Value Pack - \$40/\$49**

Features: one ticket for each day of competition, providing access to all 57 games, including playoff and championship games.

Early Bird Price: \$40 April 1 - April 30, 2009. / Regular Price: \$49 May 1 through to the event.

Championship Ticket Value Pack is **now available** for purchase online at www.charlottetownsoftball2009.com. Tickets will also be available for purchase at the Sport PEI Office (40 Enman Cres.) beginning Wednesday, April 15. Future maritime locations for ticket purchase will be announced at a later time.

Adult Day passes (\$10), Student & Senior Passes (\$5) and Single Game tickets (\$5) will only be available for purchase onsite during the event. These tickets will go on sale beginning July 7 at Central Field.

The event schedule and additional ticket information can be obtained on the event's website at www.charlottetownsoftball2009.com

Also, the corporate community is being solicited to purchase packages and sponsor the event.

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Information:

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