



July 21 - 31, 2016 • Greensboro, North Carolina • [www.usamastersgames.com](http://www.usamastersgames.com)

## 2016 USA Masters Games December 2015 Newsletter

Welcome to the December 2015 newsletter! We hope you're enjoying this holiday season!

Due to technical difficulties, you may be receiving this newsletter for a second time. If so, please accept our apology and we appreciate your understanding.

### New Year's Resolution: Sign Up and Train for the 2016 USAMG

Today marks only 203 days to go to the 2016 USA Masters Games, and just over 3 months to the initial registration price increase on April 1, 2016; so make it your New Year's Resolution to register for the Games and start your training for the biggest and most exciting Masters sports event of the year!

You won't want to miss this unique, multi-sport celebration of adult competitive athletics. Get your teammates, friends, family, and training partners to sign up and join Masters athletes from across the country and international destinations (four continents are represented among current registrations), as they come together in Greensboro for 11 days of sport, entertainment, and fun.

Today is the day! Start the New Year off right, with a special gift to yourself – the gift of health and fitness. To register for the 2016 USA Masters Games, [click here](#).



### New Supporters Join USAMG Sponsor Team

The 2016 USA Masters Games has added three new sponsors to its lineup of corporate and organizational supporters: **The Cemala Foundation**, the **Greensboro Sheraton**, and **Butterfly North America**. [The Cemala Foundation](#) of Greensboro, which contributes resources to many worthy groups in the Greater Greensboro and Guilford County area has provided the USA Masters Games with a foundation grant to support the work and benefits of the Games in positively promoting and affecting the local and regional economy.

[The Greensboro Sheraton](#), which has served as Headquarters Hotel for countless major sports events in Greensboro, has championed the USA Masters Games from the beginning. Mo Milani, Executive Vice President - Hospitality of Koury Corporation, owner of the Sheraton, sees the Masters Games as further diversifying and strengthening Greensboro's sports economy, while building strong relationships with Masters sports governing bodies that will pay long-term benefits to the local community.

[Butterfly North America](#), which is based in Wilson, NC, has become a major sponsor of the Table Tennis competition in the 2016 USA Masters Games. All tables, barriers, balls, and related equipment for USAMG Table Tennis will be provided by Butterfly. In addition, Butterfly North America has designated the 2016 USAMG Table Tennis competition as one of its

Butterfly Tour Events for 2016, which will help ensure active marketing and a top field for the event. In an additional exciting development, Butterfly has indicated its intention to make Greensboro a regular stop on its annual Butterfly Tour in future years. "This is one of those very exciting legacy aspects we were hoping for," said Hill Carrow, CEO of the Games. "Having the Games serve as a catalyst for additional national and international events long-term in the local market means the positive benefits of hosting the 2016 USA Masters Games will continue to be felt many years from now."



## On the Road During December

Your USAMG staff representatives did not take a holiday break this month from their active promotion of the 2016 USA Masters Games. Instead, they continued our extensive grassroots marketing campaign for the Games by having a presence at the annual USA Track & Field Convention, December 3-6, in Houston, TX, and at the USA Table Tennis National Championships, December 14-19 in Las Vegas. Faryn Roy, our representative in Las Vegas, got to do double duty, promoting Greensboro for the USA Masters Games, and also for the 2016 U.S. Olympic Trials – Table Tennis. The two events are supported by USA Table Tennis and Ed Hogshead will serve as Competition Director for both.

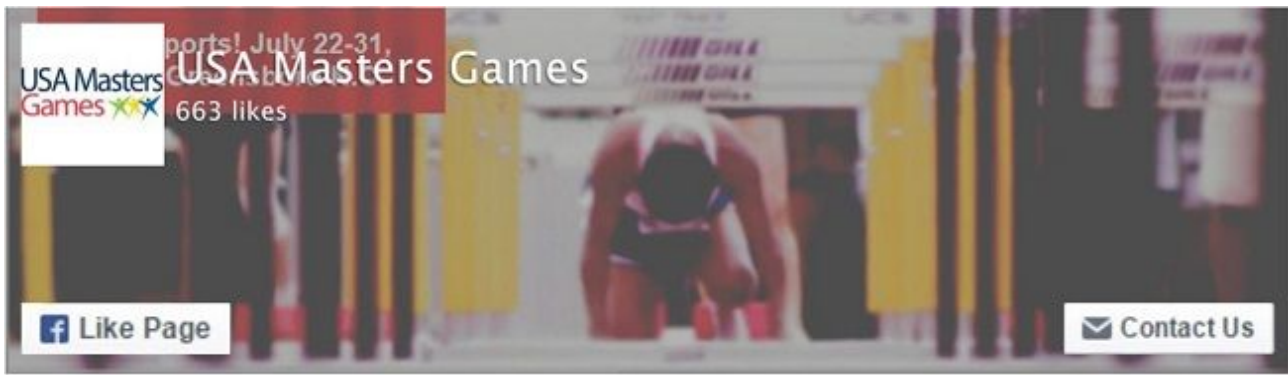


## Additional News from the Games: Martial Arts on the Move



The Pavilion on the Greensboro Coliseum campus is now slated for major renovations during 2016 thanks to Greensboro landing the Development League basketball team for the Charlotte Hornets. The D-League team will make the Pavilion its home. As a result, the USAMG Martial Arts competition, originally scheduled for the Pavilion, will now be moved to [Greensboro Day School](#). This is an excellent venue that will very capably support a national-level martial arts competition. Many thanks go to Freddy Johnson, Athletic Director, and the leadership at Greensboro Day School for their willingness to help host the Games.

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