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Media Contact:

Ebony Brooks

ebrooks@greensboro.live

THE 2026 GIRLS ACADEMY LEAGUE ASPIRE EAST SHOWCASE WILL GENERATE \$14 MILLION IN ECONOMIC IMPACT FOR GREENSBORO

More Than 300 Soccer Teams From Across the Nation to Compete In This Year's Event

Greensboro, NC – April 15, 2026 – The Greensboro Area Convention and Visitors Bureau continues its partnership with NC Fusion to present the Girls Academy League ASPIRE East Showcase, taking place April 16-20 at the Bryan Park Soccer Complex. This major soccer event is expected to generate over \$14 million in economic impact resulting from the 10,000 visitors traveling to Greensboro to attend this week's games.

The ASPIRE East Showcase brings together nearly 350 soccer teams composed of players ages 15 to 19. Participating teams will compete in three games over the course of three days, competing to earn a spot among the top eight teams. The final eight teams compete in the SuperGroup event, a championship game where one group becomes the overall winner.

"Youth sports has remained one of the top economic contributors to Greensboro's visitor economy for many years," said Greensboro Area Convention and Visitors Bureau Chief Executive Officer Anthony Cordo. "These events bring visitors to Greensboro across multiple generations. Everyone from the players and their families to the coaches, staff, college representatives, and fans patronize our airport, hotels, restaurants, and small businesses, providing a positive economic lift that supports the well-being of all residents in Guilford County."

ASPIRE, created by Girls Academy, is a two-tier soccer league that provides a structured performance-based path of advancement for young female soccer players. ASPIRE establishes criteria for its member clubs to foster emerging talent and position players for collegiate soccer programs or to join the Girls Academy's top-tier league.

To learn more about the Girls Academy ASPIRE East Showcase, please visit:

<https://girlsacademyleague.com/aspire-east-regional>.

About the Greensboro Area Convention and Visitors Bureau

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service. Travel and tourism generated nearly \$1.8 billion in Guilford County in 2024, employing more than 11,000 in

travel-related jobs, according to “The Economic Impact of Travel on North Carolina Counties” study prepared for Visit North Carolina by Tourism Economics.

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