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***THE GREENSBORO AREA CONVENTION AND VISITORS BUREAU PARTNERS WITH
NC FUSION TO PRESENT THE 2026 GIRLS ACADEMY SPRING SHOWCASE Annual
Female Soccer Event Expected to Bring \$10 Million Economic Impact and 15,000
Attendees to Guilford County***

Greensboro, NC – April 10, 2026 – The Greensboro Area Convention and Visitors Bureau is pleased to partner with NC Fusion to bring the Girls Academy Spring Showcase to Greensboro this week. The event, taking place April 9 – 13 at the Bryan Park Soccer Complex, is expected to bring over \$10.7 million in economic impact to the Guilford County community.

The Spring Showcase is one of the largest annual sports gatherings in Greensboro, driving more than 15,000 attendees into the city to support young female athletes. This year's event will feature athletes ages 15 to 19 from 226 teams across 31 states.

With more than 200 college coaches expected to attend, the Girls Academy Spring Showcase provides excellent opportunities for young athletes to build connections and perform in front of collegiate programs that could support their future soccer careers.

"The Girls Academy Spring Showcase is an excellent development opportunity for young athletes who will become leaders in sports and our communities in the future, and we're proud to be a part of this athletic event," said Anthony Cordo, chief executive officer of the Greensboro Area Convention and Visitors Bureau. "This event is also a large contributor to Greensboro's visitor economy, generating \$10 million in local revenue that directly funds over 11,000 jobs annually, helps local businesses increase revenue, and provides tax savings to our residents."

NC Fusion, the Greensboro Area Convention and Visitors Bureau, and the Greensboro Sports Foundation have partnered for many years to bring youth athletic events to Greensboro, which significantly impact visitor spending.

In 2024, visitors spent \$1.7 million in Guilford County across the lodging, retail, transportation, food and beverage, and recreation segments of the local economy, according to the most recent data from "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.

To learn more about the Girls Academy Spring Showcase and access live streams, please visit: <https://girlsacademyleague.com/spring-showcase>.

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.