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**ALERT** **TOP STORY**

# **Greensboro wins 2024 awards for hosting sporting events and conventions**

**Bryant Roche**

Nov 8, 2024

**T**he city of Greensboro has received two awards related to hosting sporting events and conventions in the past year, the Greensboro Area Convention & Visitors Bureau said on Thursday.

“These honors highlight the outstanding facilities, people and southern hospitality sporting events, meetings and conventions that have come to be expected in Greensboro,” CVB president and CEO Henri Fourrier said in a news release. “This is also a testament to the hard work of the Greensboro Convention & Visitors Bureau team and our partners to continuously bring high-caliber events to the city, with many more to come.”

Sports Destination Management, a publication serving sports event planners and sports directors in the sports tourism market, announced the Gate City earned a 2024 Champion of Economic Impact in Sports Tourism Award at the mid-market champion level for its hosting of the **58th AAU Junior Olympic Games** this summer.

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That event, hosted by the bureau and the Greensboro Sports Foundation, brought in over 15,000 athletes to compete from July 24-Aug. 3 and had an economic impact of more than \$67 million, according to the bureau. The Junior Olympics staged various

activities at multiple venues, including the Greensboro Coliseum Complex, the Greensboro Aquatic Center, Wake Forest University's Kentner Stadium and North Carolina A&T's Truist Stadium.

In addition, Greensboro earned its 15th Readers' Choice Award from ConventionSouth, a national multimedia resource for planning events in the southern U.S.

"ConventionSouth readers and fans have once again voted to decide the best meeting sites in the South, and it is no surprise to us that Greensboro Area CVB has been selected to receive our annual Readers' Choice Award," said ConventionSouth Associate Publisher Tiffany Burtnett. "This prestigious recognition comes from the United States' top meeting professionals who hold events in the South. These planners demand the highest level of customer service and quality facilities and they have determined that Greensboro Area CVB indeed displays the commitment to professionalism, creativity and service that they require."

The bureau will be highlighted as an award winner in the December 2024 issue of ConventionSouth and in the November/December issue of Sports Destination Management, with the AAU Junior Olympics featured on the cover, the news release said.

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