

**FOR IMMEDIATE RELEASE**

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**19,000 ATHLETES COMING TO GREENSBORO**  
The AAU Junior Olympic Games Kick Off July 24

**Greensboro, NC** -- Tournament Town is taking over the Triad this summer. The Amateur Athletic Union (AAU) is bringing its AAU Junior Olympic Games to Greensboro, North Carolina from July 24 to August 3. The more than weeklong event is expected to bring in about 40,000 visitors including the athletes, their families, coaches, and other visitors.

The Games will take place at multiple locations, including the Marcus T. Johnson Track at Truist Stadium on the NC A&T State University campus, the Greensboro Coliseum Complex, the Greensboro Aquatic Center, and Kenner Stadium at Wake Forest University.

This is Greensboro's third time hosting the AAU Junior Olympic Games, following successful events in 2019 and 2022.

"The AAU Junior Olympic Games returning to Greensboro for the third time is a testament to Tournament Town and our city's commitment as the top youth and amateur sports destination," says Greensboro Convention and Visitors Bureau CEO Henri Fourrier. "Events like this stimulate local businesses, creating a positive impact throughout the community, reinforcing Greensboro's reputation as a premier sporting destination."

The AAU Junior Olympic Games will bring an estimated \$67 million to our local economy, which supports essential services including education, emergency response, and public safety.

The AAU Junior Olympic Games is the largest multi-sport event for youth in the United States. Track and field, the biggest sport at the games, expects more than 12,000 athletes. Other events include wrestling, karate, swimming, tumbling, basketball, jump rope, and field hockey.

"We're excited to bring the AAU Junior Olympic Games back to Greensboro," said Jo Mirza, AAU President. "The Greensboro Convention and Visitors Bureau is an invaluable partner in putting on a successful event for our athletes and attendees."

To learn more about the AAU Junior Olympic Games and buy tickets, visit <http://visitgreensboronc.com/aau-junior-olympic-games>.

For more information about the Greensboro Area Convention & Visitors Bureau, please visit [www.VisitGreensboroNC.com](http://www.VisitGreensboroNC.com) and follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

**You're Welcome.**



**About the Greensboro Area Convention & 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.*

**About the Amateur Athletic Union (AAU)**

*The Amateur Athletic Union (AAU) is one of the largest, non-profit, volunteer sports organizations in the country. As a multi-sport organization, the AAU is dedicated exclusively to the promotion and development of amateur sports programs. Founded in 1888 to establish standards and uniformity in sports, the AAU philosophy of "Sports For All, Forever" is now shared by nearly 800,000 members and 150,000 volunteers across 45 sports programs and 55 U.S. districts. For more information, visit [www.aausports.org](http://www.aausports.org).*

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