

FOR IMMEDIATE RELEASE

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GREENSBORO CVB WINS BIG WITH NATIONAL SPORTS AWARDS

The awards celebrate excellence in sports tourism and leadership

GREENSBORO, NC – The Greensboro Area Convention & Visitors Bureau (CVB) scored a double win, earning recognition in the sports tourism industry. *SportsEvents Magazine* named the Greensboro CVB an All-Star Destination Partner in its 2025 Readers' Choice Awards and honored Sports Sales Manager Caleb Wilson as an Emerging Sports Events Industry Leader.

"This is a great honor for our team and Caleb," says CVB President & CEO Henri Fourrier. "In less than a year, Caleb has already made a remarkable impact by securing Greensboro's first major national Pickleball event this spring, along with other high-profile sporting events. His passion for sports and Greensboro shines through in everything he does. We're excited about what's to come for Caleb and *Tournament Town*."

Known as a resource for amateur sporting event planners, *SportsEvents Magazine* celebrates excellence in the industry with its annual Readers' Choice Awards. Voting occurred online in late 2024, and the awards highlight destinations and individuals making waves in sports tourism.

As *Tournament Town*, Greensboro continues solidifying its reputation as a top-tier destination for hosting sporting events of all sizes. From world-class facilities to unmatched hospitality, the city is a favorite among event planners and athletes.

For more information about Greensboro CVB, visit www.VisitGreensboroNC.com, follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#), and download the [Explore Greensboro](#) app to discover all the exciting things happening in Greensboro!

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.

Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, 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.

You're Welcome.

