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More than 42,500 Bowlers to Roll into Metro Detroit

Delegates at the 2004 Women's International Bowling Congress (WIBC) Annual Meeting today selected Detroit as the host for the 2008 WIBC Championship Tournament and Annual Meeting. The Detroit Metro Sports Commission (DMSC), a subsidiary of the Detroit Metro Convention & Visitors Bureau, competed against Ft. Lauderdale, Fla.; Kansas City, Mo.; and Reno, Nev., in the final bid process.

The event is the world's largest participatory sporting event for women and the premier event for amateur women bowlers. The 2004 WIBC Championship to be held in Wichita, Kan., is expected to attract approximately 42,500 women, and contribute more than \$40 million to the local economy, based on events of similar size. The WIBC estimates the economic impact of the 2008 event in the Detroit area to be more than \$40 million and could grow based on participation.

"The WIBC decision represents the latest in a series of major sporting events committed to Detroit through 2009," said Dave Beachnau, DMSC executive director. "These events create significant economic impact and raise awareness of the Detroit area as a destination for visitors."

Local venues in the Detroit bid include Community Bowling Centers, proprietors of Skore Lanes in Taylor and Superbowl in Canton, along with Thunderbowl in Allen Park, and Taylor Lanes in Taylor. The WIBC Annual Meeting will be held at Detroit's Cobo Conference/Exhibition Center

"We are extremely pleased that the Women's International Bowling Congress is bringing the 2008 WIBC tournament to the bowling capital of the world," said Myrtha Cooper, president of the Detroit Women's Bowling Association.

The announcement comes after a series of recent successes for the DMSC including supporting the Detroit Tigers to attract the 2005 Major League Baseball All-Star Game to Comerica Park, and coordination of the bid effort in partnership with the University of Detroit Mercy, the City of Detroit, and Ford Field to bring the 2009 NCAA Final Four Men's Basketball Championship to Detroit