



PRESS RELEASE

FOR IMMEDIATE RELEASE

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DIXIE WORLD SERIES BRINGS \$670,000 TO MONROE-WEST MONROE

Monroe-West Monroe, LA - Discover Monroe-West Monroe hosted the Dixie Boys and Junior Boys World Series Baseball Tournaments July 31-August 5 in at the Sterlington Sports Complex in Sterlington, LA. This event brought an economic impact of \$670,648 to Ouachita Parish.

“Against long odds and numerous obstacles, Dixie Boys Baseball and Discover Monroe-West Monroe came together to produce a memorable tournament experience for the 24 teams coming from 10 different states. Sterlington Sports Complex is a tremendous baseball facility and again proved to be an excellent site for the World Series. The opportunity to host the players, coaches, and their families here is an honor, and we look forward to serving the Dixie World Series in the future” Scott Bruscato, Monroe-West Monroe Convention and Visitors Bureau Senior Vice President of Sales said.

Players from 10 states competed for the championship title at the Dixie World Series resulting in a total of 1250 hotel room nights sold.

Sterlington, LA took home the championship title in the Dixie Boys division, and Fairhope, AL took home the Junior Boys championship title.

This is the third consecutive year Discover Monroe-West Monroe has hosted the Dixie World Series.

For more information contact Scott Bruscato at 318.387.5691.

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Discover Monroe-West Monroe promotes Ouachita Parish as a destination for leisure travel, conventions, meetings, and sporting events creating a positive economic impact for our local community through increased visitor spending and sales tax collections. For more information about Discover Monroe-West Monroe, visit www.monroe-westmonroe.org.

*Economic impact information was determined by Destination International's Event Impact Calculator.
This tool measures the economic value of an event and calculates its return on investment to local taxes.*