

For Immediate Release

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**NIKE TOURNAMENT OF CHAMPIONS' SUMMER SHOWCASE
COMES TO DUPAGE COUNTY**

Oak Brook, IL - The [DuPage Convention & Visitors Bureau](#) is pleased to welcome the 2011 Nike Tournament of Champions' [Summer Showcase](#) to DuPage County. The event will run July 10-15 at a variety of venues throughout DuPage County.

Now in its 13th season, the Nike Summer Showcase is considered by most analysts and collegiate basketball coaches to be the most competitive and prestigious summer basketball event in the United States.

Featuring 256 teams and close to 4,000 student-athletes from 44 states and Canada, the Showcase is one of the largest and most geographically diverse basketball tournaments in North America. It remains one of just four elite Nike-sponsored girls' basketball events conducted in the July observation period—status it has held since 1999.

In 2010, the Showcase had a record attendance of 544 college basketball coaches, including representatives from virtually every NCAA Division I and II institution along with dozens of Division III, NAIA and junior college coaches.

This is the first year that DuPage County is hosting this event, which was held in Chicago's northwest suburbs for the previous 12 years. "We are thrilled to be hosting this event in DuPage County," per Lisa Landers, CMP, Director of Sales for the DuPage Convention & Visitors Bureau. "It represents approximately \$6.8 million in economic impact for our county and between 4,000 to 5,000 room nights for DuPage County hotels."

"We are excited to be conducting the 2011 Summer Showcase in DuPage County. The CVB and our hotel and facilities partners have been generous in making such an event possible," states Steve Kozaki, director of the Nike Tournament of Champions. "Most significantly for us, the tournament venues are ideal for competition and are situated in a way that makes navigating between them easy for participants and spectators."

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He continues: “Apart from the playing facilities, the general area is a positive attraction for our athletes and attendees. The quantity and quality of the hotels, restaurants, and shopping opportunities in DuPage are a terrific draw, and the proximity to downtown Chicago will make it possible for more teams to explore the city in their down time.”

Venues for this event include Wheaton College (Wheaton), Ackerman Sports and Fitness (Glen Ellyn), Bulls-Sox Academy (Lisle), Downers Grove Park District Recreation Center (Downers Grove), North Central College (Naperville), Walker Athletics (Lisle), York Community High School (Elmhurst), Bartlett Community Center (Bartlett), and Addison Trail High School (Addison), among others.

Contact [Lisa Landers](#) at 630.575.8070 at the DuPage Convention and Visitors Bureau for more information about the county’s involvement in this and other sports events, and visit [DiscoverDuPage.com](#) for more information about DuPage County tourism.

About DuPage County

DuPage County is the second most populous county in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state’s population. One of the nation’s wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage is easily accessible from O’Hare and Midway Airports, as well as the City of Chicago.

About The DuPage Convention & Visitors Bureau

The DuPage Convention & Visitors Bureau was established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, and was formally certified in 1989 by the State of Illinois. It remains the official agency for promoting the county’s multi-billion dollar tourism industry and market DuPage County as an enticing destination for leisure and business travelers, meeting planners, groups and conventions, in order to enhance the economic development of the area.

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