



KENNER RECREATION SECURES 2016 AAU GIRLS NATIONAL CHAMPIONSHIP TOURNAMENT

December 12, 2012

For Immediate Release

The Kenner Parks and Recreation Department and Mayor Mike Yenni are excited to announce they have secured the Amateur Athletic Union (AAU) 5th Grade Girls Basketball National Championship for 2016. The City of Kenner was selected from several applicants seeking to obtain the AAU bid.

In August 2012, the City of Kenner signed a cooperative endeavor agreement with the Jefferson Convention and Visitor's Bureau (JCVB) to market Kenner as a tourism destination, encouraging conventions and other events to come to Kenner. The JCVB worked closely with the Recreation Department on this project, particularly in securing hotel accommodations to submit with the bid package. The AAU Championship is the first major event secured by this partnership. Kenner TV also contributed to the bid package with a video promo, "Let the Magic Return." The video highlighted the past experiences of AAU events in Kenner and promoted new amenities Kenner has to offer. Mayor Yenni said, "I am extremely proud of the efforts of our Recreation staff to bring the AAU back to Kenner; moreover, I am ecstatic to see the city reaping the benefits of the agreement with the JCVB early on. I am thankful to the AAU for selecting Kenner and I look forward to welcoming the many families of girls basketball to a fantastic event."

The department director, Ken Marroccoli, said the tournament is expected to host 60 - 75 teams. The duration of the tournament will be approximately one week sometime in late June or early July; exact dates have not yet been determined. Kenner will utilize the Pontchartrain Center, Alario Center, and other city gymnasiums for this competition. Marroccoli and his staff have already planned a grand opening parade, which will give guests a taste of Mardi Gras complete with bands and beads. In his proposal to the AAU he stated, "The athlete party will give all players a chance...to forge those lasting friendships that AAU is known for...while basketball is center stage, we are planning to have activities to make our championship one that no one will ever forget."

For any questions regarding the tournament, please contact Kenner Parks and Recreation Department Director, Ken Marroccoli, at (504) 468-7211.