



## **FOR IMMEDIATE RELEASE**

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### **2010 Tyson American Cup comes to Worcester, MA.**

**WORCESTER, MA, July 30, 2009** – USA Gymnastics today announced that the 2010 Tyson American Cup will be held at the DCU Center in Worcester, Mass., on March 6. This will be the first time this prestigious international invitational has been held in Massachusetts.

"Worcester and the DCU Center will be a great location for the Tyson American Cup, which has a storied tradition of previewing the world's top gymnasts," said Steve Penny, president of USA Gymnastics. "This event remains an important cornerstone in the showcasing of our elite athletes as they prepare for international competition at its highest level, including the World Championships and the Olympic Games."

Massachusetts Sports Partnership, Destination Worcester, and the SMG-managed DCU Center, worked together to attract the event to Central Massachusetts.

"This is a great opportunity for Worcester to showcase itself and to attract local, national and international attention," said Patrick Lynch, executive director for Destination Worcester.

"The Massachusetts Sports Partnership is excited to partner with the DCU Center and USA Gymnastics on the Tyson American Cup," said Jonathan Paris, executive director of MSP. "This event will provide an opportunity for gymnastics fans from throughout Massachusetts and New England to see in person some of the world's best gymnasts."

The 2010 Tyson American Cup will feature an all-around format. Ticket information and featured athletes for the event will be announced at a later date. The list of former champions comprises some of the sport's best-known names, including Bart Conner, Paul Hamm, Shawn Johnson, Nastia Liukin, Shannon Miller, Carly Patterson, Mary Lou Retton and Peter Vidmar.

"The Tyson American Cup features gymnastics at its highest level and will be a great experience for the fans," said Doug Brames, director of consumer marketing, Tyson Foods. "We are proud to sponsor this prestigious event and to communicate the importance of protein and nutrition to those who attend, as well as the millions of Americans who tune in."

Past sites for the American Cup include: New York City (1976-80, 1982-84, 2004, 2008); Ft. Worth Texas (1981, 1996-98); Indianapolis, Ind. (1985); Fairfax, Va. (1986-90, 2003); Orlando, Fla. (1991-94, 2000-02); Seattle, Wash. (1995); St. Petersburg, Fla. (1999); Uniondale, N.Y. (2005); Philadelphia (2006); and Jacksonville, Fla. (2007); and Hoffman Estates, Ill. (2009).

### **About DCU Center**

A multi-purpose arena and convention center uniquely designed to accommodate the needs of any size group from 15 to 15,000, the DCU Center is owned by the City of Worcester and managed by SMG, the world's leading private management and developing firm for public assembly facilities. Since 1977, SMG has provided management services to more than 220 public assembly facilities including arenas, stadiums, theatres and performing arts centers, equestrian facilities and convention, congress and exhibition centers. With facilities across the globe, SMG manages more than 11 million square feet (1.1 million square meters) of exhibition space. As the recognized global industry leader, SMG provides construction and design consulting, pre-opening services, venue management, sales, marketing, event booking, and programming. SMG also offers food and beverage operations through an in house catering company, Savor, currently servicing more than 100 accounts worldwide. For more information visit [www.dcucenter.com](http://www.dcucenter.com).

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### **About Destination Worcester**

Destination Worcester is a destination marketing organization whose primary focus is on selling the City of Worcester as a destination to meeting and convention planners, and event and sports organizers. Acting as a single point of contact, Destination Worcester provides enhanced communications and a streamlined process for booking events in Worcester.

### **About the Massachusetts Sports Partnership**

The Massachusetts Sports Partnership (MSP) serves as the official sports commission for the Commonwealth. Founded in 1992, MSP is a private, not-for-profit organization which works to attract and support world class sporting events and meetings throughout the Massachusetts.

### **About Tyson Foods, Inc**

Tyson Foods, Inc., founded in 1935 with headquarters in Springdale, Arkansas, is the world's largest processor and marketer of chicken, beef and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products and is the recognized market leader in the retail and foodservice markets it serves. Tyson provides products and service to customers throughout the United States and more than 90 countries. The company has approximately 107,000 Team Members employed at more than 300 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, Tyson strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it.

### **About USA Gymnastics**

Based in Indianapolis, USA Gymnastics is the national governing body for gymnastics in the United States. Its mission is to encourage participation and the pursuit of excellence in the sport. Its disciplines include men's and women's artistic gymnastics, rhythmic gymnastics, trampoline and tumbling, and acrobatic gymnastics. For more information, log on to [www.usa-gymnastics.org](http://www.usa-gymnastics.org)<<http://www.usa-gymnastics.org>>.

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