

For Immediate Release

21 April 2010 **Waukesha & Pewaukee, WI Non-Traditional Sports**

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Waukesha & Pewaukee Convention and Visitors Bureau Successfully Hosts Non-Traditional Sports

Making the most of area properties and facilities has been an important focus at the Waukesha & Pewaukee Convention and Visitors Bureau. Within the past couple years the volume of leads and booked events for non-traditional sports has significantly increased in Waukesha & Pewaukee, conveniently located in southeastern Wisconsin directly off of Interstate 94.

Non-traditional and emerging sports provide opportunities for increased facility use for underutilized venues and hotel ballrooms. Broadening the appeal of Waukesha & Pewaukee, by serving both the traditional and emerging sports segments, creates enhanced opportunities for athletic competition and greater visitor traffic. Hotels that have successfully hosted these events range from the full-service Milwaukee Marriott West to the Frank Lloyd Wright inspired Radisson Milwaukee-Pewaukee. Recently hosted premiere national and regional events include the 2010 National Collegiate Table Tennis Championships, 2009 Badger Open Table Tennis Tournament, 2009 Badger Open Chess Tournament, 2009 HYPE Spirit Midwest Classic cheer & dance competition, 2009 Natural Athlete Strength Grand Nationals Powerlifting Meet and 2009 The Colossal One Powerlifting Meet.

Partnering with the Waukesha & Pewaukee Convention and Visitors Bureau (WPCVB) to assist with the planning of your next tournament ensures expert advice on local facilities, hotels and recreation. In addition, numerous complimentary services are offered which will assist in your event planning. The WPCVB gathers facility information & availability, performs site inspections, secures room blocks, and recruits volunteers. Enjoy other services – available upon request – such as equipment storage, gathering room, custom scheduled breakfast, team laundry, welcome packets, complimentary upgrades with minimum sleeping room requirement and more!

The Waukesha & Pewaukee CVB is dedicated to contributing to the local economy throughout the promotion of the area as a business and leisure destination. The CVB is located at N14 W23755 Stone Ridge Drive, #225 and welcomes the public to stop in and explore area travel and event information. More area information can be obtained through the CVB's website at www.visitwaukesha.org.

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