

Contact: Hill Carrow
Sports & Properties, Inc
hcarrow@sportsproperties.com
Phone 919 890 6284

711 Hillsborough Street
Raleigh, NC 27603
Fax 919 890 6259

Sports & Properties,
Inc.

News Release



FOR IMMEDIATE RELEASE – Sports & Properties, Inc. (SPI) of Raleigh has recently completed a major study for the Metropolitan Richmond Sports Backers in Richmond, Virginia, designed to assist the Sports Backers in taking their organization to the next level of achievement and success in the Greater Richmond market as well as in the sports development industry nationwide.

“Working with the Metropolitan Richmond Sports Backers has been an excellent experience,” said Hill Carrow, CEO of SPI. “The Sports Backers already have a strong reputation for accomplishment among U.S. sports commissions and in the Richmond region. The fact that they are diligently seeking to enhance and elevate their organization even further speaks volumes for the Sports Backers’ vision and leadership.”

Jon Lugbill, Executive Director of the Sports Backers and a former Olympic athlete, stated, “Every five years our organization goes through a major strategic planning process and multi-year fundraising campaign designed to support and implement the latest strategic plan. The SPI study will be an essential piece of our next strategic plan initiative that begins later this spring. SPI’s CEO, Hill Carrow is well-known in the sports development industry and we are delighted to have him and his team leading this effort.”

The Metropolitan Richmond Sports Backers serve as the sports commission for the City of Richmond and the adjoining counties of Chesterfield, Hanover and Henrico. The Sports Backers were founded in 1991 and are one of the most accomplished sports commissions in the country. The Sports Backers own and manage the SunTrust Richmond Marathon and the Ukrop’s Monument Avenue 10K. They have also successfully attracted and hosted numerous major events in Richmond such as the ESPN X-Trials, USA Track & Field Junior National Championships, NCAA Women’s Volleyball Championships and NCAA Men’s Soccer Final Four.

In 1999 the Sports Backers succeeded in raising \$4.5 million for development of a first-class track and field stadium in Richmond and permanent office space for several sports organizations including the headquarters of the Sports Backers. In recent years the Sports Backers pioneered a new venture in the sports development industry: purchase and use of a temporary flooring system that allows for the creation of large indoor basketball, volleyball, soccer, and fencing tournaments in the new Richmond Convention Center.

Such tournaments raise the city's profile, maximize the use of the Convention Center, and add millions of dollars each year to Richmond's economy.

SPI is a sports and entertainment marketing and development firm headquartered in Raleigh, NC. SPI is a leading consultancy for sports commissions and their communities, with a strong focus on economic development. SPI'S CEO, Hill Carrow is the founder of the National Association of Sports Commissions, the trade association of the U.S. sports development industry. SPI serves a variety of clients in the sports and entertainment market including the Philadelphia Sports Congress, Capitol Broadcasting Company, the City of Durham, the Carolina Crossroads Music & Entertainment District, and the University of Southern Mississippi Athletic Department, among others.

For Release March 10, 2006

###