



Atlanta to host 2012 NCAA South Regional tournament
First time NCAA will utilize entire Georgia Dome

ATLANTA (Sept. 22, 2009) – The NCAA® Men’s Basketball Committee selected Atlanta to host the South Regional in 2012 as part of its preparation for the Final Four at the Georgia Dome in 2013. The tournament will attract more than 100,000 fans to the Georgia Dome and Atlanta from March 23-25, 2012 and will have an estimated economic impact of more than \$27 million for the city.

"Hosting the South Regional is a great addition to the calendar," said William Pate, president & CEO of the Atlanta Convention & Visitors Bureau. "This continues Atlanta’s sports legacy and is a great example of the team we have in our city, which includes the Atlanta Sports Council, Georgia Dome and Georgia Tech."

In the past, cities automatically earned a regional tournament when they were awarded a Final Four, but in this bid cycle, cities had to bid separately. The tournament marks the 20th time the city has hosted the men’s basketball championship, including Final Fours in 1977, 2002 and 2007. The 2013 Final Four is the 75th anniversary of the tournament.

According to the Atlanta Sports Council, the last Final Four in Atlanta in 2007 had an economic impact of about \$51 million. The 2012 and 2013 events will utilize the full 74,000 seats at the Georgia Dome to create an even larger championship atmosphere. The same format used at the regional championship in Atlanta will be used for the NCAA Men’s Final Four the following year.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. www.atlanta.net

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