

Q&A sheet

Facts:

The Virginia Commonwealth Games have been held for 26 years, during which more than 225,000 athletes have competed.



As many as 10,000 athletes compete annually in the Games (over 9,000 participated in 2015).

In 2015, 53 different sports were offered.

The Virginia Commonwealth Games celebrate competition, promote sportsmanship, and support physical fitness. The Games are open to players of all ages and ability levels.

After 26 years of being centered in Roanoke, the Virginia Commonwealth Games will move to Lynchburg. Liberty University will host most of the events.

The Virginia Commonwealth Games are a statewide event, welcoming athletes from across the region. While most events are held in the host city, some events will take place in other communities.

Virginia Amateur Sports promotes not only the Virginia Commonwealth Games, but other sporting events, as well.

Why was the decision made to move the Virginia Commonwealth Games to Liberty and the City of Lynchburg?

The officials at Liberty and the City of Lynchburg have shown enthusiasm for hosting the Virginia Commonwealth Games for some time. We are genuinely excited about this new chapter in the history of the Games, and our agreement creates a partnership that lends stability, as well as fresh excitement and energy, to the Games. Our new agreement runs through 2021.

How will this benefit the athletes?

Liberty University and the City of Lynchburg offer a variety of exciting venues for the Virginia Commonwealth Games. The university's Division I facilities provide not only professional-grade courts, fields, stadiums, and courses for competition, but various recreational activities for athletes and their families to enjoy off the field, as well. Snowflex Centre on Liberty's campus also offers the opportunity to add new sports, such as skiing and snowboarding, to the Games.

Additionally, Lynchburg is more centrally located than Roanoke. It remains accessible to Southwest and Northern Virginia, while moving the Games closer to Richmond.

The Games will be invigorated by a new energy through our partnership with Liberty and the Lynchburg community.

What will be the new title of the Games?

The Virginia Commonwealth Games at Liberty University

What other changes will occur in reference to sponsorships?

Subway Restaurants has been an ardent supporter of the Games, serving as the title sponsor for the past four years and as sponsor of the opening ceremonies two years before that. According to Subway, the relationship has been very beneficial, and while they are stepping aside for business reasons, they plan to stay involved as a sponsor. We thank them for this great measure of support and are pleased they will continue to partner with us.

Many partners and sponsors are necessary to make the Virginia Commonwealth Games a reality, and most are excited about the new opportunity. Obviously, Lynchburg will not be a geographic fit for some businesses, but many others are looking forward to taking advantage of the new opportunity.

WSET, as our prime media partner for more than 20 years, is very supportive of the new relationship with Liberty and will continue to promote and support us in an even more active role.

What effect will this have on Roanoke?

Roanoke will remain the headquarters for Virginia Amateur Sports, and an additional office may possibly be added in Lynchburg to support local efforts.

While the Virginia Commonwealth Games is considered our hallmark event, Virginia Amateur Sports promotes about a dozen events in the Roanoke Valley, ranging from Triathlons and golf tournaments to the Special Olympics. There are no plans to relocate these events.

It is also likely that some events for the Virginia Commonwealth Games may remain in Roanoke, as well as in other locations throughout Virginia.

Obviously, some shifting in the local revenue produced by the Games each year — through hotel rooms, restaurants, rentals, and associated tourism dollars — will occur, but the enhanced facilities and greater access is likely to result in a net increase in Virginia tourism dollars.

For additional information from Liberty University contact- Lee Beaumont – lbeaumont@liberty.edu

www.CommonwealthGames.org