



Contact: Jack Cormier
Polk County Tourism & Sports Marketing
jack@centralfloridasports.com
863-551-4709

Media Alert

For Immediate Release

Major announcement Thursday by Tropics, Auburndale, county

AUBURNDALE – The Lakeland Tropics organization, the City of Auburndale and Polk County Tourism and Sports Marketing will announce the Tropics bid to host a home game during their participation in the Lamar Hunt U.S. Open Cup on the fields at Lake Myrtle Park in Auburndale. There will be a press conference at 2 p.m. in the Lake Myrtle Park offices of Polk County Tourism and Sports Marketing Thursday at 2 p.m.

It is the 106th year of the cup, and the Tropics are one of just 84 teams in the nation to be invited to participate. Hosting an event of this caliber in Auburndale would bring the soccer-eyes of the nation on the soccer jewel of Central Florida as well as give Polk County residents their first taste of U.S. Open Cup soccer.

The bid is for a single game May 7 or 8.

Additionally, the Tropics will announce that a new franchise of the United Premier Soccer League will play this coming season at Lake Myrtle. That team, known simply as The Tropics, will serve as a talent pool for the Lakeland Tropics and is another step needed in the goal of bringing a USL League One franchise to Polk County. USL League One is a new developmental league created by the United Soccer League that will start this year in the United States and Canada and will be one of the last proving grounds for players on the way to Major League Soccer.

The office for Polk County Tourism and Sports Marketing is located at 2701 Lake Myrtle Park Road in Auburndale.

An initiative of the Polk County Board of County Commissioners, Central Florida's Polk County Sports Marketing is responsible for recruiting sporting events to Polk County and marketing the county as a venue for competitive sporting events and recreational sports such as golf, tennis, cycling and water skiing/boating. During the past year, 225 PCTSM events generated more than \$130 million in economic impact for Polk County. Polk County Tourism and Sports Marketing is Florida's only sports commission to be awarded both the coveted "Sports Commission of the Year" award by the Florida Sports Foundation.