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CONTACT:
Katie Smith
Knoxville Convention Center
(865) 251-6057

Premier Athletics Flips into their First Year with the Knoxville Convention Center

Sounds of enthusiastic cheerleaders and visions of tumbling gymnasts will fill the Knoxville Convention Center on January 16, 2004. The two day event will feature the region's top gymnasts and cheerleading squads at Premier Athletics' annual **"Flip Fest Invitational"**.

This event, previously held at the Knoxville Coliseum, will bring over 3,000 gymnasts and cheerleaders to the Knoxville area for the weekend event. Over 30 gyms from the Southeastern United States will be represented at the event. "We are thrilled to host this top regional event," says the Center's General Manager William Overfelt. "An event like this can bring regional recognition to the Center as well as the city of Knoxville." While the event is sponsored by Premier Athletics, the Premier Gymnastics and Tumbling Booster Club will benefit from the show. The money they raise will go to fund next year's Flip Fest Invitational. The Booster Club, made up of parents and volunteers, will use the money to fund next year's Flip Fest Invitational at the Knoxville Convention Center.

Premier Athletics, founded in 1985, is Tennessee's leading cheerleading and gymnastic training center. With over 33,000 square feet of training facility space in its Knoxville gym, Premier Athletics is one of the largest and finest facilities of its kind in the nation. More than 1600 students, ranging from pre-school to adult, train at their gym each week. Premier Athletics has won more state championship titles than any other gym in the state of Tennessee.

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In 1993, Boog Potter and Bill Asp created the concept of Premier Athletics for their MBA Program and The University of Tennessee. After growing their program for several years, Premier Athletics is now home to several world-class gymnasts and the nationally ranked all-star cheerleading squad, the Knoxville Sharks. While expanding to other cities and states, Premier Gymnastics' headquarters remain in Knoxville. "At Premier Athletics we teach our students to be the best," says Boog Potter, owner. "I am so excited to expand our event to the best facility in East Tennessee. Everyone is really impressed with the building and we can't wait to have our here." In addition to their Knoxville facility, Premier Athletics' gyms are also located in Atlanta, Nashville, Johnson City, Asheville and Clayton, North Carolina.

The event will bring business into Knoxville for the next 4 years. That means almost 1,000 hotel rooms will be realized in Knoxville through 2007. Potter explains that as the event expanded, so did their need for space. The Convention Center, which boasts over 500,000 square feet of space, was able to step in and host the event. "We are so excited that we can hold this event in a facility like the Knoxville Convention Center. SMG (the Knoxville Convention Center's management company) was very flexible in their policies and rates. I'm excited that we can continue to build a relationship with Premier until at least 2007," says Jennifer Hampton, Sales Manager for the Knoxville Convention Center.

For more information, check out the Knoxville Convention Center's website at www.knoxvilleconventioncenter.com.

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