



Convention & Visitors Bureau

**PRESS RELEASE:**

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**2018 West Texas All Star Tournament Happening in Odessa**

**ODESSA, TEXAS** – The Odessa Convention and Visitors Bureau is happy to announce the 2018 West Texas All Star Tournament with the Odessa Girls Softball Association is to be held in Odessa for the first time in seven years.

The tournament starts on Thursday, July 12<sup>th</sup>, and ends on Sunday, July 15<sup>th</sup>. The opening ceremony starts at 9am on Thursday at the Ector County Coliseum.

“We are excited to host the West Texas All Star Tournament in Odessa,” Sports and SMERF Sales Specialist with the Odessa CVB, Melissa Aguirre said. “We know the participants and families will enjoy their time in our wonderful city.”

Festivities are expected to bring 5,000 visitors from out of town, and more than 12,000 attendees. This event is expected to bring more than \$3 million in revenue to the City of Odessa.

**OGSA**

The Odessa Girls Softball Association teaches the fundamentals of softball and focuses on confidence and attitude, while making the sport fun and enjoyable. It’s open to all girls interested in fastpitch softball. OGSA has been running the fastpitch softball program for more than 30 years in Odessa. For more information about the organization, visit [www.odessafastpitch.com](http://www.odessafastpitch.com).

**ODESSA CVB**

The primary objective of the Odessa CVB is to create maximum hotel occupancy within the city through a destination marketing program aimed at attracting and securing overnight visitors. Through this objective, the Odessa CVB is dedicated to promoting tourism within Odessa and the Permian Basin.

For more information or media inquiries contact **Dawn Stringer**, Marketing and Communications Specialist, [dawns@odessacvb.com](mailto:dawns@odessacvb.com), 432-333-7874

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