



FOR IMMEDIATE RELEASE - [LINK TO NARCh PHOTOS](#)

North American Roller Hockey Championships return to Germain Arena July 15-26

FORT MYERS, Fla. (July 9, 2015) – Lee County Sports Development will host the North American Roller Hockey Championships (NARCh) East Coast Finals at Germain Arena July 15-26, 2015. Lee County Sports Development estimates that 180 teams across North America will be traveling to Lee County for the event, including numerous teams from the Southwest Florida area. The event is free and open to the public.

For the first time, NARCh will conduct a West Coast Finals and an East Coast Finals. Lee County Sports Development anticipates that the East Coast Finals will generate an estimated \$3.4 million in direct economic impact and filling approximately 7,000 room nights. Lee County hosted last year's NARCh Finals at Germain Arena and has hosted the event more times than any other city in the U.S. or Canada. The 2015 Finals will mark the seventh year the event has been held in Lee County.

“We are looking forward to this year's NARCh competition and we know that it will bring a lot of fans to the Lee County area,” said Jeff Mielke, executive director of Lee County Sports Development. “This championship draws the attention of some of the most highly skilled players and teams from North America and we know that our community members and local economy will benefit greatly.”

NARCh is considered one of the best inline hockey competitions in the world and draws the attention of fans worldwide. The NARCh Pro Division displays the best players in inline hockey and awards \$20,000 in prize money to the champions. The competition offers teams for men and women, with age groups ranging from six and under to 45 and over. A recap of the event will be showcased on Universal Sports Network in August, featuring the NARCh Pro Championship Game, highlights and interviews.

Based out of Encinitas, California, NARCh was founded in 1994 and held its first finals in St Louis, Missouri with 39 teams. For more information about NARCh, visit <http://narch.com/>.

Lee County Sports Development was created in 2003 to meet the growing demand for sports development in Lee County, and is recognized by the Florida Sports Foundation as one of the state's 25 Regional Sports Commissions. The Lee County Sports Development office leads the recruitment and implementation of amateur and professional sports events and activities in Lee County, with the goal of providing economic impact to Lee County. Through local partnerships with Lee County Parks and Recreation and others, the Lee County Sports Development office provides services designed to address the needs of local, national and international sports entities including housing, access to venues, event management, transportation assistance, event promotion, marketing and local sponsorship opportunities. For more information, call 239-344-5201 or visit www.leeparks.org.

Media Contacts:

Jeff Mielke, Lee County Sports Development, 239-533-5273

Betsy Clayton, APR, bclayton@leegov.com, Lee County Government, 239-533-2221 or 239-826-4606

Holly Boldrin, APR. Priority Marketing, holly@prioritymarketing.com, 239-267-2638/239-887-9335