



2024 Rush Spring Champions Cup Anticipated to Drive Substantial Economic Impact

FOR IMMEDIATE RELEASE

Ankeny, Iowa - April 5, 2024 - The Iowa Rush Soccer Club is gearing up for its highly anticipated annual event, the 2024 Rush Spring Champions Cup, set to take place from April 12th to April 14th. As the countdown begins, the club is thrilled to unveil the anticipated economic impact the tournament will deliver to the region.

Building on the success of previous editions, the upcoming Rush Cup is expected to attract significant participation, with 283 teams from across the Midwest region slated to compete in 466 games. Spread across three facilities and locations - Prairie Ridge Sports Complex in Ankeny, IA, James W Cownie Soccer Complex in Des Moines, IA, and Spring Creek Sports Complex in Altoona, IA - the tournament guarantees an action-packed weekend of excitement and intense competition.

The Rush Cup is estimated to attract 12,600 visitors from multiple states including Iowa, Nebraska, Kansas, Missouri, Illinois, Wisconsin, Minnesota, and South Dakota. As teams and spectators descend upon Iowa for the tournament, local businesses can anticipate a surge in activity, with an estimated 4,500 room nights projected to be booked throughout the tournament weekend, contributing to a total economic impact of \$4.5 million.

In addition to the direct economic benefits, the Rush Cup provides extensive promotional opportunities, with an impressive 56,000 advertising hours dedicated to promoting the event. This widespread exposure not only highlights the Iowa Rush Soccer Club's commitment to youth development but also showcases Iowa as a premier destination for sports tournaments.

"We are excited to welcome teams and spectators from across the region to the upcoming Rush Cup," states Kirk Artist, Executive Director of Iowa Rush Soccer Club. "The economic impact of this event extends beyond the soccer field,



benefiting local businesses and communities alike. We look forward to hosting another successful tournament.”

As anticipation builds for the Rush Cup, the Iowa Rush Soccer Club extends its appreciation to all participants, sponsors, volunteers, and community partners for their continued support.

For more information about the 2024 Rush Spring Champions Cup, please visit:

<https://www.iowarushtournaments.com/Default.aspx?tabid=1137812>

For more information about Iowa Rush Soccer Club, please visit:

<https://www.iowarush.com>

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About Iowa Rush:

Iowa Rush is a premier soccer club based in Ankeny, Iowa. With a mission to provide a positive and challenging environment for players of all ages, Iowa Rush aims to develop both the soccer skills and character of its athletes. The organization offers various opportunities, including recreational and competitive programs, camps, and tournaments, and has a strong focus on community involvement.