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FOR IMMEDIATE RELEASE



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GEICO Insurance Hits a Home Run with Softball Field Naming Rights at Sportsplex USA Santee

SANTEE, Calif., March 11, 2014 – Sportsplex USA Santee announced today that one of the three tournament softball fields located at Sportsplex USA Santee will now be known as “GEICO Field.” Sportsplex USA will host a ribbon-cutting ceremony for GEICO Field on Thursday, April 10 at 4:30 p.m. that will be open to the public.

GEICO currently has soccer arena naming rights for one of the two soccer arenas located at Sportsplex USA Poway. GEICO’s West Coast operations headquarters in Poway is located less than one mile from the park.

Sportsplex USA Poway recently celebrated its 20th anniversary on January 8. Sportsplex USA Santee previously received national recognition as one of the top sports complexes in the country. Both parks currently have more than 10,000 active players and facilitate weekend tournaments that bring hundreds of thousands of tourists to San Diego County each year.

For more than 75 years, GEICO and its associates have maintained a strong connection to the communities with which they belong. The leadership at GEICO in San Diego County has made the commitment to support healthy lifestyles and positive recreational activities through their partnership with Sportsplex USA. In addition to acquiring field naming rights, GEICO facilitates many special events at Sportsplex USA including “Player Appreciation Nights” at the park.

Chris Vertrees, director of marketing at Sportsplex USA said: “GEICO has been a very strong and valued partner of Sportsplex USA Poway for several years. They have consistently demonstrated a strong desire to support recreational athletics in this community. We are absolutely thrilled to have GEICO represented at Sportsplex USA Santee.” He added, “The acquisition of field naming rights in Santee will allow GEICO the opportunity to facilitate special events and programs to the thousands of players and spectators who visit the park each year.”

“We have had a great experience with Sportsplex USA sponsoring one of the two soccer fields at their Poway venue,” said Shawn Burklin, GEICO regional vice president. “We’re excited to build on the partnership through our new sponsorship of the softball field at their Santee location.”

The ribbon-cutting event will take place on Thursday April 10 at 4:30pm and will be organized by the Santee Chamber of Commerce and led by leadership from GEICO and Sportsplex USA. The event will be attended by representatives from the City of Santee and several Council Members in addition to representatives from Senator Joel Anderson’s office and Assemblyman Brian Jones’ Office. Following the ribbon cutting ceremony, Sportsplex USA Santee will host a small reception in the restaurant located onsite.

For more information, please contact Chris Vertrees, director of marketing for Sportsplex USA at 619-334-1000 or chris.vertrees@sportsplexusa.com.

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