



NEWS RELEASE

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June 'Storytellers' features Convention & Visitors Bureau, TSSAA

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MURFREESBORO, Tenn. – The Rutherford County Convention and Visitors Bureau serves as the primary marketing arm of Rutherford County, helping promote, among other events, the TSSAA Spring Fling Championships, featuring the best high school athletes in the state. This year marked the tenth year Murfreesboro has hosted Spring Fling, the longest tenure of any location in the state. Rutherford County is contracted to host Spring Fling through 2017.

The June episode "Murfreesboro Storytellers" on CityTV features Barbara Wolke, vice-president of the Convention & Visitors Bureau of the Rutherford County Chamber of Commerce and Richard McWhirter, TSSAA assistant executive director.

The June 2015 episode can be viewed on YouTube at <https://youtu.be/fFmDJ0iXC8g> and on CityTV Sunday, 9:30 a.m. and 7:30 p.m.; Monday, 7:30 p.m., Tuesday and Thursday, 9:30 a.m. and Saturday, 9:30 a.m. and 7:30 p.m.

The interview with Wolke and McWhirter features the following topics:

- This year's Spring Fling event utilized 13 different venues throughout Murfreesboro and Rutherford County and recruited over a thousand volunteers in the community.
- Wolke talks about the economic impact of the TSSA Spring Fling on area tourism. The event has a \$3.5 million impact.
- As the primary marketing arm for the county, the Rutherford County Convention and Visitors Bureau advertises in major national publications and maintains a presence on the internet, social media, billboards, and in Tennessee state welcome centers. The CVB also produces and distributes several marketing pieces each year. For more information visit <http://www.readysetrutherford.com>.
- McWhirter provides an overview of Spring Fling and the TSSAA, the organization which administers the junior and senior high school athletic programs throughout the state. www.tssaa.org.

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This month's Storytellers, hosted by John Hood, emanates from the campus of MTSU, which served as one of the sites for the 2015 TSSAA Spring Fling, May 18-22. Spring Fling showcases forty-four championships in baseball, softball, soccer, tennis and track.

You can watch "Murfreesboro Storytellers" on CityTV (located on Comcast Xfinity Channel 3 and AT&T Uverse channel 99). You can view the program online by visiting <https://youtu.be/fFmDJ0iXC8g> or www.murfreesborotn.gov/storytellers.

For City News online, visit www.Murfreesborotn.gov.

Photos attached captions:

CityTVs John Hood interviews Convention & Visitors Bureau Vice-President Barbara Woke & TSSAA Assistant Executive Director Richard McWhirter.

1. *L/R John Hood, Convention & Visitors Bureau Vice-President Barbara Wolke, seated.jpg.*
2. *L/R John Hood, TSSAA Assistant Executive Director Richard McWhirter, seated.jpg.*