

SPORTSTRAVEL 2008 EDITORIAL CALENDAR

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CALENDAR 2008

MONTH	COVER STORY	SPORTS SPOTLIGHT	DESTINATION FEATURE/SPECIAL SECTIONS	BONUS DISTRIBUTION
JANUARY	THE SUPER BOWL'S WILD WEEK <i>The NFL's championship is more than a game, it's a weeklong entertainment event unlike any other.</i>	PARALYMPICS FOR THE FUTURE <i>Paralympic and disabled sports prepare for the future with the 2008 Paralympic Games in Beijing on the horizon.</i>	THE NEW ENGLAND STATES CONNECTICUT, MAINE, MASSACHUSETTS NEW HAMPSHIRE, RHODE ISLAND, VERMONT	NATIONAL SOCCER COACHES CONVENTION NATIONAL SPORTS FORUM NCAA ANNUAL CONVENTION
FEBRUARY	WINTER GOES EXTREME <i>The popularity of the Winter X-Games has fueled the growth of extreme winter sports in numerous destinations.</i>	THE MINOR LEAGUES <i>American cities support minor league teams in baseball, hockey basketball and football as a point of civic pride.</i>	THE GREAT PLAINS IOWA, KANSAS, MISSOURI, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA SPECIAL SECTION: 50TH DAYTONA 500	NATIONAL INTRAMURAL RECREATION SPORTS ASSOCIATION CONVENTION U.S. YOUTH SOCCER ANNUAL CONFERENCE USSSA REGIONAL SUMMIT
MARCH	COLLEGE BASKETBALL'S BIG DANCE <i>The NCAA goes into overdrive around tournament time as the final details come together for a month of madness.</i>	SPRING BREAK SPORTS DESTINATIONS <i>College and high school sports travel becomes big business for organizers and destinations that market to these amateur teams.</i>	THE GREAT LAKES REGION ILLINOIS, INDIANA, MICHIGAN, MINNESOTA, OHIO, WISCONSIN	NABC ANNUAL MEETING AFFORDABLE MEETINGS MID-AMERICA
APRIL	THE NET IMPACT OF TENNIS <i>Tennis tournaments bring top players to town through USTA tour events, team tennis and the senior tennis tour.</i>	EXPORTING U.S. SPORTS <i>Sports teams market themselves internationally around foreign-born stars to increase merchandise sales and inbound tourism.</i>	THE MOUNTAIN WEST COLORADO, IDAHO, MONTANA, UTAH, WYOMING	CSTA CONVENTION NASC ANNUAL CONFERENCE SPORT ACCORD
MAY/JUNE	WOMEN'S SOCCER KICKS OFF <i>The 2007 Women's World Cup helped to relaunch the WUSA and professional women's soccer in cities around the country.</i>	FISHING FINDS ITS HOOK <i>A recreational sport has recast itself with competitive events while growing its fan base through increased TV exposure.</i>	GLOBAL SPORTS DESTINATIONS SPORTS DESTINATIONS IN CANADA, THE CARIBBEAN, MEXICO AND ABROAD SPECIAL SECTION: FACILITIES FACELIFT	ALSD CONFERENCE AYSO NATIONAL ANNUAL GENERAL MEETING NACDA ANNUAL MEETING
JULY	BASEBALL'S ALL-STARS <i>A look at MLB's Midsummer Classic at Yankee Stadium and the other All-Star Games at every level of baseball.</i>	CYCLING FROM COAST TO COAST <i>Cycling's doping scandals have not dampened the grass-roots popularity of statewide cycling events around the country.</i>	THE SOUTH-ATLANTIC STATES FLORIDA, GEORGIA, NORTH CAROLINA SOUTH CAROLINA, VIRGINIA, WEST VIRGINIA	AFFORDABLE MEETINGS WEST IAAM ANNUAL CONFERENCE DMAI ANNUAL CONVENTION
AUGUST	THE OLYMPIC GAMES <i>Beijing welcomes the world to the Summer Olympic Games as sponsors position themselves to open new markets.</i>	VACATIONS FOR GOOD SPORTS <i>Event organizers utilize the sports and recreational opportunities that surround host cities to lure participants to sports events.</i>	THE PACIFIC STATES ALASKA, CALIFORNIA, HAWAII, OREGON, WASHINGTON	ASAE ANNUAL MEETING & EXPOSITION
SEPTEMBER	GOLF GOES GLOBAL <i>Golf's international appeal is celebrated at the Ryder Cup but also influences tours from the LPGA to the Seniors.</i>	FITNESS SPORTS FLEX SOME MUSCLE <i>America's obsession with body image and strength has made its way into competitive sports as featured in fitness competitions.</i>	THE MID-ATLANTIC DELAWARE, DISTRICT OF COLUMBIA, MARYLAND, NEW JERSEY, NEW YORK, PENNSYLVANIA SPECIAL SECTION: 25TH BREEDER'S CUP	AAU ANNUAL CONVENTION HSMIA AFFORDABLE MEETINGS NATIONAL
OCT/NOV	COLLEGIATE FOOTBALL RIVALRIES <i>The Big Game generates major revenue for universities and cities, especially when the school's big rival arrives.</i>	THE CHARITABLE SIDE OF SPORTS <i>Sports are a common theme for charitable events while scores of elite athletes create and raise funds for foundations.</i>	THE SOUTH ALABAMA, ARKANSAS, KENTUCKY, LOUISIANA, MISSISSIPPI, TENNESSEE	TEAMS 2008 USSSA ANNUAL CONFERENCE
DECEMBER	ICE HOCKEY'S POWER PLAY <i>Facilities fuel the popularity of pro hockey nationwide, while youth and amateur events grow grass-roots interest.</i>	SHOOTING SPORTS HIT THE MARK <i>A variety of shooting sports including archery, rifle, pistol and even paint ball aim to establish themselves as fan friendly.</i>	THE SOUTHWEST ARIZONA, NEVADA, NEW MEXICO, OKLAHOMA, TEXAS	UNITED SOCCER LEAGUES ANNUAL CONFERENCE IAEM ANNUAL MEETING

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