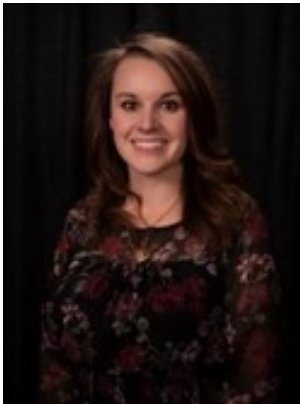




AUBREY MCCOY RETURNS TO COLORADO SPRINGS SPORTS CORPORATION TO SERVE AS CHIEF OPERATING OFFICER

FOR IMMEDIATE RELEASE
Friday, September 24, 2021



Colorado Springs Sports Corp is proud to announce Aubrey McCoy as Chief Operating Officer. McCoy previously served as the Sports Corp's Director of Operations and Marketing and was a key part of the Sports Corp's operations team for nearly 10 years.

Megan Leatham, Colorado Springs Sports Corp President and CEO said, "Aubrey brings a wealth of history, knowledge and experience to The Sports Corp, and we are pleased to have her as a part of our leadership team. Her dedication to developing and mentoring, as well as her relational and operational expertise will help grow and serve the organization."

Aubrey originally joined The Sports Corp in 2011 to primarily oversee the media/marketing initiatives, internship program and operations, logistics, and promotion of the organization's largest annual event - the Rocky Mountain State Games. McCoy facilitated the growth of the Rocky Mountain State Games to reach record participation numbers exceeding 10,000 athletes for the five consecutive years working with 75+ community partners to create a collaborative and successful event. During her tenure with The Sports Corp, she engaged in oversight, operations and marketing of all Sports Corp major events and was integral in the management of staff and interns.

"I am thrilled and honored to serve The Sports Corp in this capacity," Aubrey McCoy said. "I look forward to supporting the strong and dedicated network of grassroots sports and community organizations that make these great community events possible and contribute to the economic health and quality of our region."

McCoy has more than 12 years of combined professional event management and marketing experience brings best practices and lessons learned from the ownership of a small business and extensive work in the nonprofit sector. She has a proven track record of effective and innovative community partnerships, creative problem-solving and cohesive communication strategies to engage attendees and drive organizational brand awareness.

Colorado Springs Sports Corporation

The Colorado Springs Sports Corporation (The Sports Corp) is a 501(c)3 non-profit committed to establishing a strong regional presence through positive economic development and contribution to the quality of life for citizens in the Pikes Peak region. Through event promotion and community development activities, The Sports Corp plays a critical role in bringing city and civic leaders together with some of the nation's premier

sporting organizations, including the United States Olympic Committee and national and international sports organizations.

As a professional event management company, The Sports Corp spearheads the organization and management of the following annual major events driving economic vitality in the Pikes Peak region: Rocky Mountain State Games, The Broadmoor Pikes Peak Cycling Hill Climb, Pikes Peak Airstrip Attack, 4th of July Symphony on Your Porch, Colorado Springs Labor Day Lift Off, and the Colorado Springs Sports Hall of Fame.



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2021 Calendar of Events

- Sports Corp Golf Tournament** - May 26
- PPIHC Technical Inspection** - June 21
- Pikes Peak International Hill Climb** - June 27
- 4th July Symphony on Your Porch** - July 4
- Rocky Mountain State Games** - July 16-18 & 23-25
- College Football Preview** - July 29
- Downtown Celebration - Tokyo** - Tokyo - July 31
- The Broadmoor Pikes Peak Cycling Hill Climb** - August 7
- Colorado Springs Labor Day Lift Off** - September 4-6
- RMSG/CSI Figure Skating Invitational** - September 9-12
- Hockey Face-Off Luncheon** - September 28
- Colorado Springs Sports Hall of Fame** - November 1
- NCAA Division II Men's & Women's Soccer Championships** - December 9-11