



## **Art Hennig Avon Memorial Day Soccer Tournament At-A-Glance**

For over 40 years, the Avon Soccer Club has offered the children and families of Avon the opportunity to learn, experience and enjoy the sport of soccer. It is estimated that approximately 20% of Avon families participate in our programs.

This will be the 36<sup>th</sup> year for the Avon Memorial Day Soccer Tournament (renamed to the Art Hennig Avon Memorial Day Soccer Tournament). It attracts male and female travel soccer teams, ages 8 through 15, from throughout New England and the Middle Atlantic states, to our pristine soccer complex at Fisher Meadows. It is considered one of the premier tournaments serving our geographic area. Upwards of 100 teams have participated in recent years bringing approximately 5000 players, friends and family members to town for the holiday weekend event.

The AMDT originated as an extension to the main ASC program and is organized and run by its volunteer coaches, parents and committee members. Initially offered solely as a girls' tournament, it has expanded to include the boys as well. Throughout the years, it has served as a shining star of Youth Soccer Tournaments throughout New England and the Mid-Atlantic states. The 5-game, single-location format sets the AMDT apart from most other similar events and historically has attracted families to our town from Connecticut, New York, Massachusetts, Rhode Island and Vermont.

In addition to providing an exceptional weekend of soccer for players, coaches and spectators, the tournament also results in a large influx of commercial business to our area. Businesses, both small and large, benefit greatly from the sheer number of people who descend upon Avon during the holiday weekend. From hotels to restaurants to boutiques, the draw of our tournament is evident everywhere you look! The myriad of sponsorship/advertising opportunities available also provides organizations and businesses with valuable exposure both virtually and at the field itself.

Any funds earned from the Tournament are distributed back to our Avon travel teams in order to strengthen their individual teams/enhance their soccer experience. As of late, these funds have typically been used to pay for indoor training/league play during the winter months, to participate in additional tournaments and to purchase additional team equipment.

**The AMDT is a win-win event for EVERYONE involved!** Avon wouldn't be the same without this highly-anticipated, beloved event that continues to impress year after year.