



Media Release

Contact:
David Petr
Director of Marketing & Communications
Visit Lubbock – The Convention & Visitors Bureau
Phone: 806-747-5232
Fax: 806-747-1419
E-mail: david@visitlubbock.org

For Immediate Release

Texas Destination ImagiNation State Tournament to be held in Lubbock

LUBBOCK, Texas (March 28, 2011) – The Texas Destination ImagiNation State Tournament will be held in Lubbock April 1st and 2nd at Monterey High School, 3211 47th Street, and the United Spirit Arena on the Texas Tech University campus, 1701 Indiana Avenue.

Destination ImagiNation, Inc. is a non-profit organization that provides two educational programs—Destination ImagiNation and Special Projects—for students to learn and experience creativity, teamwork and problem solving.

After working on challenge solutions, Destination ImagiNation teams gather at tournaments to showcase their solutions in front of appraisers and a live audience. Teams compete in regional tournaments to win the right to advance to the state tournament.

Texas Destination ImagiNation is the largest creative problem-solving competition in Texas. Over 262 teams will compete to win the opportunity to advance to the Destination ImagiNation Global Finals in May in Knoxville, Tennessee.

Parents, supporters, school district employees and family members will be in Lubbock to attend the tournament.

“Lubbock ISD and Texas Tech University provide great accommodations for our tournament,” said Sue Shanks, State Director. “The hospitality of the city, the school district and university make Lubbock one of our favorite destinations for the state tournament.”

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The tournament is free and open to the public. The competition begins Saturday, April 2nd at Monterey High School from 7:30am-4:30pm. The public is also encouraged to attend the closing ceremony that evening from 6:30pm-10pm at the United Spirit Arena.

“It is great to be back in Lubbock for the State Destination ImagiNation Tournament. We always have a great tournament in Lubbock,” said Shanks.

For additional information about Destination ImagiNation, please contact Sue Shanks, State Director, at sshanks@geusnet.com.

Visit Lubbock is Lubbock’s official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2001, Visit Lubbock has booked more than 1,900 conventions, resulting in 1.03 million visitors, 236,000 room nights, and \$109.1 million in direct economic impact to the Lubbock area. For more information on the Texas You’ve Always Dreamed Of or to receive a free Visitor Guide, please call 800-692-4035 or log on to VisitLubbock.org. For the latest events, check out our Facebook page at [Facebook.com](https://www.facebook.com/visitlubbock) and search for Visit Lubbock.

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