

NEWS RELEASE



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FOR IMMEDIATE RELEASE
February 22, 2023

Archery Grows Foley Spotlight

At A Glance

What: Hoyt/Easton Pro/Am
When: February 23 - 26
Where: Graham Creek Nature Preserve

At A Glance

What: Pro Pressure Point Shoot Down
When: February 25, 3 p.m.
Where: Foley Event Center

FOLEY, AL – While the Hoyt/Easton Pro/Am has been hosted in Foley for the past seven years, it continues to grow, especially after establishing a partnership with Competition Archery Media (CAM). By streaming on social media platforms as well as being shown live on the Sportsman Channel, the event has increased its reach, and, in turn, the spotlight it shines on the City of Foley.

The Hoyt/Easton Pro/Am is the first stop on the Delta McKenzie Archery Shooters Association (ASA) Pro/Am Tour, a position that gives it an edge on participation according to ASA VP of Marketing, Ken White.

“Our event in Foley tends to have a higher participation average than any other Pro/Am event. It kicks off our archery season and archers are excited to get back into the competition,” White said. “Foley will welcome archers from all over the United States and our international archers will fly in from Denmark, England, Canada, South Africa, Australia, Italy, and Japan.”

But being first on the tour doesn’t only help the on-site participation numbers. ASA Co-Owner and CAM General Manager, Josh Grine said it also provides a bump in viewership.

“Given the timing of the Foley event (shorter days, and colder weather) viewership is higher across all media channels for that event than any other,” Grine said. “Last year the live coverage on the Sportsman’s Channel boasted 526,050 total minutes viewed. The social media numbers only added to that.”

The growing exposure of the city to audiences around the world is something that Foley Leisure Services Executive Director David Thompson said is truly at the heart of why they developed sports tourism in the first place.

“Every single one of our staff loves this city and is excited to share all that it has to offer,” Thompson said. “Our continued partnership with ASA, and now CAM, has allowed us to amplify that message on an incredible scale. We know this kind of spotlight will have an impact on tourism and allow us to show the world just what adventures await here in Foley.”

For more information on the Hoyt/Easton Pro/Am contact Stephanie Donald.