



February 18, 2021

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## North Carolina World University Games Bid Committee Newsletter

Welcome to our February North Carolina Bid Committee (NCBC) Newsletter, our second edition. We hope that your Valentine's Weekend was a good one and your Presidents Day Week is going as well as possible.

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### North Carolina's Triangle Region Selected as America's Choice for Second Largest Global Event



Yesterday the United States International University Sports Federation (USIU), the U.S. Member of the International University Sports Federation (FIU) and the rightsholder of the World University Games and World University Championships, announced that the United States has formally notified FIU of the country's intent to bid to host the 2027 Summer World University Games. The Summer World University Games are the second largest Olympic sports event in the World, ranking only behind the Olympic Games. The USIU is partnering with NCBC on the bid for the Games, and if the U.S is selected as host country, the 2027 Summer Games would be held in North Carolina's Raleigh-Durham market. For the complete news release on the announcement that was made yesterday by the USIU, click [here](#).

**The selection of the Triangle as America's international candidate city for the World University Games marks a major new milestone for sports tourism in North Carolina.** No community in state history has been chosen to be America's representative for a global event of this stature. **Hill Carrow, Chairman & CEO of the North Carolina Bid Committee**, said, "While this significant achievement is well worth celebrating, keep in mind that this is actually only the beginning of the international bid process that continues throughout 2021. FIU is currently expected to announce the host city for the 2027 Summer World University Games in the spring of next year."

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### Local Connection to the Games

Triangle athletes and coaches are no strangers to the World University Games.

Current local university head basketball coaches, **Mike Krzyzewski** of Duke and **Roy Williams** of UNC; head swimming coach, **Braden Holloway** of NC State; and UNC Men's Basketball assistant coach, **Hubert Davis**, have all participated in the Summer World University Games. Former coaches, Norm Sloan of NC State; Wolfpack icon, Kay Yow; and UNC's Sylvia Hatchell all served as Team USA Head Basketball Coaches in the Summer Games.



Other well-known locally-connected athletes who left their mark on the Games include Johnny Dawkins, Danny Ferry, and Bobby Hurley from Duke; and Billy Cunningham, Brendan Haywood, Mitch Kupchak, and Larry Miller from UNC-Chapel Hill. Meanwhile, NC State had an amazing contingent of 9 swimmers including USA Women's Team members Katherine Berkoff, Elise Hahn, Hannah Moore, Ky-Lee Perry, and Makayla Sargent, and Men's Team athletes Giovanni Izzo, Gil Kiesler, Justin Ress, and Coleman Stewart in the most recent Summer World University Games in Naples, Italy.

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### Support the Cause and Look Good, Too!

You can purchase an attractive North Carolina WUG Bid apparel item and help support the bid at the same time. Bid sponsor, **Edge Printed Products** of Clayton, has set up an easy-to-navigate merch shop for a limited selection of quality North Carolina Bid Committee World University Games wearables. For each item purchased, Edge will make a financial donation to the bid effort of as much as 20% of the purchase price. The Shop Site features a selection of four items: Men's T, Women's T, Hoodie, and Women's Racerback. Each of those items is available in four different colors: black, sport grey, white, and royal. And the prices are very reasonable at \$25 for Ts, \$35 for hoodies, and \$20 for racerbacks. Each item comes with a front and back full-color design that commemorates the region's exciting bid initiative for the 2027 Summer World University Games.



Your purchase provides a double dose of backing for the bid effort: in addition to the financial contribution, when you are out and about while sporting your bid apparel, you are helping promote and market North Carolina's bid project. So please visit the shop site and expand your wardrobe with authentic NCBC apparel today! To review the options or make a purchase either click [here](#) or go to the [ncwugbidcommittee.com](http://ncwugbidcommittee.com) home page and click on the SHOP button (center of page about half way down).

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### The Sponsors Who Took a Leap of Faith

With any endeavor of the magnitude of the World University Games quest, it is critical to start with a team of early believers who are willing to put in the time, effort, and in

this case, the resources, too, to help get out of the blocks with great support and strong momentum. And those supporters really have to be able to share that vision of what can be, because when you are asking them to join your team, you really don't have anything to show for it, or true value to deliver, in the initial stages. It is, therefore, with great gratitude that we salute and sincerely thank our generous sponsors who have backed the NC Bid Committee's efforts and who have been rewarded with the successful attainment of the United States Candidate City for the 2027 Summer World University Games. **Those sponsors are Atlantic Tire & Service, Capitol Broadcasting Company, Hummingbird Creative, McDonald York Building Company, Sports & Properties, Inc., Stewart, Triangle Sports Commission, and York Properties.** Their logos appear below and you can read more about each on the NC WUG Bid Committee website by clicking [here](#).

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## Sponsors

