



## **Circuit of The Americas™ Announces Circuit Events Host Committee**

*Community leaders come together in preparation for Circuit events.*

Austin, TX ([PRWEB](#)) March 22, 2012 -- More than 30 community leaders from Central Texas have joined together to serve as the Circuit Events Host Committee (CEHC) in preparation for the 2012 Formula 1 United States Grand Prix™ on Nov. 16-18. Members include leaders in business, government, nonprofit organizations, academia and the public sector.

The CEHC will serve as an extension of Circuit of The Americas in the local community and as the regional ambassador organization to incoming fans, guests and corporations. The committee's goal is to support a successful, inclusive and robust experience for all attendees.

"Host committees help large-scale events, such as the Super Bowl and the Olympics, maximize their positive impact for the local community" said Geoff Moore, chief marketing and revenue officer for Circuit of The Americas. "The members of the CEHC will serve as great advisors and ambassadors, and will keep us connected with the local community."

"The committee is made up of a variety of leaders, from CEOs and heads of businesses and nonprofits, to leaders in the arts and entertainment industries," said Sandy West, executive director of the committee. "Development of the CEHC is important in promoting the experience for incoming fans, guests, and companies and reflects the uniqueness of Austin, the spirit of Texas and what makes CoTA a world-class venue."

CEHC members will serve as facilitators, coordinators and communicators in collaboration with Circuit of The Americas and the community at-large to promote:

- The unique cultural identity of Austin and its home state of Texas to a global audience of Formula 1 fans and motor sports enthusiasts;
- Opportunities for community stakeholders to participate in the excitement of the Formula 1 United States Grand Prix™ and supporting events;
- Sharing in the economic benefits afforded the city, surrounding communities, region and state;
- The venue's long-term success as a world-class performance, entertainment and business center with the power to drive economic development throughout Central Texas and North America.

"With more than 100,000 fans and hundreds of broadcasters, journalists and photographers from around the world traveling to Austin in November, preparation is key," said Bob Lander, president and CEO of the Austin Convention and Visitors Bureau and member of CEHC. "This group represents some of the most influential leaders that are dedicated to making the 2012 Formula 1 United States Grand Prix™ a success, while highlighting the entrepreneurial spirit and inclusive environment of our great city."

One important task of the committee is the creation of promotional events leading up to race week. These events will showcase some of the key elements and attractions associated and aligned with Formula 1, such as music, fashion, technology and celebrity involvement.

"The Formula 1 United States Grand Prix™ will have a significant economic impact on Austin, the region and the entire state of Texas," said Casandra Matej, executive director of the San Antonio Convention and Visitors



Bureau and member of the CEHC. “With an influx of visitors to the area, we expect hotels in Austin to fill quickly, thus bringing many fans to San Antonio and other cities in close proximity to Austin. We are dedicated to supporting this world-class, memorable experience for these visitors, one that will make them want to come back year after year.”

#### About Circuit of The Americas

Circuit of The Americas will be a world-class destination for performance, education and business. It will be the first purpose-built Grand Prix facility in the United States designed for any and all classes of racing, from motor power to human power, and be the U.S. home to the 2012 Formula 1 United States Grand Prix™ Nov. 16-18 and V8 SUPERCARS.

The Circuit of The Americas’ master plan features a variety of permanent structures designed for business, education, entertainment and race use. Its signature element will be a 3.4-mile circuit track with capacity for 120,000 fans. Other support buildings will include an expansive outdoor live music space, a conference center, a banquet hall as well as a state-of-the-art medical facility. Future proposed amenities include a driving/riding experience, a motorsports driving club, kart track, grand plaza event center and tower, and a trackside recreational vehicle park. For more information and downloadable video, audio and photos, visit: [www.CircuitofTheAmericas.com](http://www.CircuitofTheAmericas.com)

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