



For Immediate Release

**February 2, 2010
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Aaron Koelzer joins the Kansas City Sports Commission

Kansas City, MO – The Greater Kansas City Sports Commission and Foundation has announced the hiring of Aaron M. Koelzer as the Manager of Local Events and Development. Aaron is responsible for the local events department working to further develop, implement, grow and produce all aspects of our annual calendar of events.

Aaron has an undergraduate degree from Kansas State and a Master's Degree in Sports Administration from the University of Kansas. He attended Miego High School and interned for the organization in 2004.

Previously, he was the Community Marketing Manager at Dick's Sporting Goods from 2005-2009 where he managed a \$750,000 marketing plan that encompassed five states and 24 stores in the Midwest Region. His responsibilities included: devising brand strategy which could generate traffic and sales, direct mail marketing, professional team sponsorships, event promotions and social media strategies.

The Greater Kansas City Sports Commission & Foundation aims to enhance the quality of life and economic success of Greater Kansas City by taking the lead in maintaining and selectively acquiring a diversity of amateur and professional sporting events; to collaborate with area economic development agencies to attract and retain amateur and professional sports organizations; and to promote the lifetime benefits of sports for the youth of Greater Kansas City. The Greater Kansas City Sports Commission & Foundation is a non-profit organization.

WIN for KC empowers girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development. WIN for KC believes in the physical and emotional well-being of girls and women through involvement in sports and fitness.

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