

*For Immediate Release
February 4, 2009*



Denver, Colorado to Host UPA Grand Masters & Masters Women's Ultimate Championships

BOULDER, Colo. – The Ultimate Players Association (UPA) recently announced that Denver, CO and the Colorado Ultimate Association will host the inaugural UPA Grand Masters & Masters Women's Ultimate Championships at Dick's Sporting Goods Park, July 11-12, 2009.

The UPA GM/MW Championships is an experimental event. The goal of this event is to provide national level competition for players over 40 (Grand Masters) and for women players over 30 (Masters Women) and to assess the national demand for these two divisions within the UPA championship structure.

This event is one of the first new events to be implemented based on the UPA's recently unveiled strategic plan. Grand Masters is an entirely new division, while the Masters Women's Division was part of the UPA Club Championships from 1991-1997.

"The UPA is very excited about working with local organizers and a world class facility here in our own backyard," said Will Deaver, UPA Championship Director. "We look forward to offering a great event for a growing segment of the Ultimate playing population and hope that the central location will encourage attendance from throughout the country."

Tournament Director, Randy Ricks states, "The interest in this new division is soaring, and there will be some great teams coming. I'm really excited that Colorado was chosen to host this event, given the weather, the mountains, the centrality, proximity to the airport and these absolutely pristine fields. Denver 2009!"

The event is an invitational. Players must meet minimum age requirements and teams must meet regional geographic requirements to be eligible to apply. The size of the event will be contingent upon interest shown during the registration period.

The Denver bid was chosen after careful consideration of excellent bids from several other interested communities. For more information about the bid process for this and future UPA championship events, please see <http://www.upa.org/host>.

Attractive features of the Denver bid included the quality of the field site, the potential for good weather, and a location accessible for teams from throughout the country. The latter is important because of the emphasis placed on regional representation for this event.

The 2009 UPA Grand Masters and Masters Women's Ultimate Championships will take place July 11-12 at Dick's Sporting Goods Park in Denver, CO. There is no charge for spectators to view the action. For more information on the 2009 UPA Grand Masters and Masters Women's Ultimate Championships, please visit http://www.upa.org/club/championships/2009_gm_mw_temp.

*For more information contact Sandie Hammerly, UPA Executive Director at Sandie@hq.upa.org or 303-447-3472 ext. 111
For more information on the sport of Ultimate, please visit www.upa.org*

About Ultimate

Combining the non-stop movement and athletic endurance of soccer with the aerial passing skills of football, a game of Ultimate is played by two seven-player squads with a plastic disc on a field similar to football. The objective of the game is to score by catching a pass in the opponent's end zone. A player must stop running while in possession of the disc, but may pivot and pass to any of the other receivers on the field. Ultimate is a transition game in which players move quickly from offense to defense on turnovers that occur with a dropped pass, an interception, a pass out of bounds, or when a player is caught holding the disc for more than ten seconds. Ultimate is governed by Spirit of the Game™, a tradition of sportsmanship that places the responsibility for fair play on the players rather than referees. Ultimate is played in more than 42 countries by hundreds of thousands of men, women, girls and boys.

About the UPA

The Ultimate Players Association (UPA) is the national governing body of the sport in the United States and is the largest membership organization in the world devoted entirely to the sport of Ultimate. A not-for-profit organization based in Boulder, Colo., the UPA was founded in 1979 to promote and support the sport of Ultimate and its players and to increase participation at all levels. The organization is governed by a board of directors composed entirely of volunteers elected by the UPA membership, with day-to-day operations directed by a small professional staff. Please see www.upa.org for additional information.