



MEDIA CONTACT

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FOR IMMEDIATE RELEASE

AMERICAN CORNHOLE ORGANIZATION RETURNS TO BELOIT

BELOIT, Wis. – The American Cornhole Organization (ACO) is scheduled to return to Beloit for the Beloit Major Tournament on January 12th and 13th, 2024. The upcoming tournament will take place at the Eclipse Event Center in Beloit and marks the 19th season of the ACO. The tournament has been held in Beloit for the past three years and has sold out each year. Visit Beloit and ACO have committed to extending the annual Beloit Major on the calendar through 2026.

“We are excited to host our partners from American Cornhole Organization for the fourth consecutive year here in Beloit” explains Matthew Bosen, Director of Sales & Servicing with Visit Beloit, one of the event coordinators alongside ACO. “They do a great job promoting the event and annually we see more than 100 players from more than 10 states represented. Those visiting players provide an economic boost for area businesses during the slower month of January.”

Spectators are welcome to watch these professionals at no cost. Food and beverages will be available for purchase for players and spectators. Thanks to a partnership with Wisconsin Distributors, Bud Light will be available for a discounted price. The tournament was held last year on Friday from 9:00 a.m. – 7:00 p.m. and on Saturday from 8:00 a.m. – 6:00 p.m. Watch the American Cornhole Organization Facebook event page for more information on this year’s schedule of events.

Additionally, on January 11th from 5:00 p.m. – 7:00 p.m. at the Eclipse Event Center, there will be a Business After Hours Cornhole Tournament. Visit Beloit and the Greater Beloit Chamber of Commerce are partnering on this charitable event and all proceeds will go to the Stateline Family YMCA. Tournament players will need to pre-register using the link on greaterbeloitcommerce.org for a chance to play on professional ACO boards. Only 64 players can participate and the registration fee is \$15 for members and \$20 for non-members. For those wanting to watch and network while enjoying snacks and beverages, the Business After Hours entry fee is \$5.

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About Visit Beloit

Visit Beloit’s mission is to be Greater Beloit’s tourism champion using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors. For more information, please visit www.visitbeloit.com.