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## **CHRIS JUNG HIRED AS CITY'S MARKETING/EVENTS COORDINATOR**

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**FFI: Tab Brockman, Parks Superintendent**

*Hopkinsville, KY* – Chris Jung has been hired as the new Marketing/Events Coordinator for the City of Hopkinsville. The former Kentucky New Era sports editor will be coming back to Hopkinsville within the Division of Parks and Recreation to concentrate primarily on programming and marketing for the Hopkinsville Sportsplex. Jung returns to Hopkinsville after serving in Los Angeles as Assistant Director of Communications with the Southern California Golf Association.

*“We are excited that Chris has decided to move back to Hopkinsville in our marketing position to help ensure that our Sportsplex and sports tourism continue to grow and add to our economy. With his background, experiences, and relationships, we are confident that Chris will position Hopkinsville and Christian County to celebrate years of success for the Sportsplex and entire community,”* said Hopkinsville Mayor Carter Hendricks.

Jung is an award-winning, highly respected sports voice on the regional and statewide level following four years at the helm of KNE sports coverage. His integration of print and social media coverage of all sports was trendsetting for the region and stamped Jung as a favorite with players, coaches and athlete’s families. He also previously served as Tourism Marketing Manager for the Commonwealth of Pennsylvania and as a Scout Coordinator for Next College Student Athlete (NCSA) high school recruiting network. Jung is a Louisville native and Murray State University graduate.

*“I could not be more excited to return to a community I love and help spearhead the efforts pertaining to the Sportsplex,”* Jung said. *“Having a clear understanding of how significant this project and facility is to the City and its residents, I am appreciative of the faith placed in me by Mayor Hendricks and his team.”*

The first order of business for Jung will be working with the Parks and Recreation team preparing for the opening of the Hopkinsville Sportsplex later this fall. Event planning, team marketing and facility promotion will be key focuses in preparing to launch the 56,000 square foot multi-sport complex under construction adjacent to the James E. Bruce Convention Center.

*“Without a doubt, the Hopkinsville Sportsplex presents an abundance of opportunities for our community,”* Jung added. *“In addition to serving as a state-of-the-art facility for local athletes and their families, we are confident this commitment to sports tourism will*

*continue to put Hoptown on the map as a viable and attractive destination for out-of-town teams and coaches.”*

Jung is slated to begin his Hopkinsville duties on July 2, pending the city’s final hiring procedures. His temporary office will be in the Thomas Street Rec Center until the Sportsplex offices are completed this fall.

*“Chris’ marketing and sports media background, along with his regional array of coach and school contacts, make a perfect fit for this position as we plan and program for the Hopkinsville Sportsplex. We know Chris will hit the ground running and move this project forward in excellent fashion. He is a wonderful addition to our Parks and Rec team,” said Parks and Recreation Superintendent Tab Brockman.*

In a related community announcement, Chris’ wife, Brooke, was named the new Executive Director of the Hopkinsville-Christian County Convention and Visitor’s Bureau on Friday. Brooke served as the Solar Eclipse Consultant for Hopkinsville & Christian County during last year’s historic world-class event that brought over 116,000 guests to the community.

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