

## For Immediate Release



**Date:** 5/22/2019  
**Contact:** Emily Estes-Cross, Parks & Recreation Director  
emily.estes-cross@ci.kennewick.wa.us  
**Phone:** (509) 585-4258

## Southridge Sports and Events Complex Pavilion is renamed

[Kennewick, Wash] – The City of Kennewick and Numerica Credit Union are entering into an eight-year agreement worth \$680,000 that will change the name of the Southridge Sports and Events Complex Pavilion building to the Numerica Pavilion. The agreement was approved by the City Council at yesterday’s meeting.

Carla Cicero, Numerica’s president and CEO said, “This partnership between the City of Kennewick and Numerica exemplifies our commitment to helping communities live well by coming together and celebrating the events and people that make this an amazing place to live.”

Corporate partnerships help community assets to grow and thrive, said Kennewick Parks and Recreation Director Emily Estes-Cross. This partnership will allow the City to promote upcoming special events and programs on new signage at its Highway 395 location, making it easier for patrons to find the Pavilion, which currently has no identifiable building signage.

Cicero explained that in their continued efforts to enhance lives and foster well-being in the community, Numerica will also be able to provide engagement opportunities for local non-profits and members.

“It is important to us that we give to causes, charities and community partners who share our passion to foster well-being in the lives of our members, our neighbors, and our visitors,” Cicero said. “By supporting Kennewick Parks and Recreation and the Southridge Sports and Events Complex, we’re also supporting family entertainment, community events, economic growth, and the creation of enjoyable memories that last a lifetime.”

Estes-Cross said the sponsorship will help the Southridge Sports & Events Complex continue to be one of the Tri-Cities’ greatest assets – a place for families to enjoy for generations to come and a regional tourism driver. “Sponsorship dollars are reinvested in the Complex to maintain facilities that attract a wide audience of users, and provide better communication of our events and programs to ensure that everyone in our community can take part.”

### **About City of Kennewick**

The largest of the Tri-Cities, Kennewick’s pursuit of happiness stretches 29 square miles and features a variety of sporting and recreational activities, entertainment, the region’s retail shopping hub and a casual, easy-living vibe. Nestled in the heart of Washington wine country, residents and visitors enjoy 28 parks, the nationally-recognized Southridge Sports and Events Complex, 4 fantastic golf courses, and more than 160 wineries within a 50 mile radius. With an estimated 450,000 yearly visitors, the 52 acre event complex hosts a variety of local, regional and national

events, and features the only indoor sports pavilion in the region. Officially incorporated in 1904, Kennewick's 2018 population of 81,850 is forecasted to grow to 112,044 by 2037.

**About Numerica Credit Union**

Numerica Credit Union currently has over 145,000 members throughout Central and Eastern Washington and Northern Idaho and \$2.2 billion in assets. It offers a full line of financial products and services, including mortgages and business products, and is committed to giving back five percent of their earnings to the community each year. Numerica is federally insured by NCUA and an Equal Housing Opportunity lender. Membership is open to anyone who lives or works in the state of Washington or the Idaho Panhandle.

For more information, please contact Emily Estes-Cross at (509) 585-4258 or [emily.estes-cross@ci.kennewick.wa.us](mailto:emily.estes-cross@ci.kennewick.wa.us).

-###-