The World Games 2021 Birmingham celebrates 1,000-day countdown with announcement of first corporate sponsors, countdown clock unveiling

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**Alabama Power, Protective Life and Regions Bank pledge support to international event**

At a press conference celebrating the 1,000-day countdown to The World Games 2021 Birmingham, local organizers today announced the first three corporate partners of the international, Olympic-style event. Birmingham-based Alabama Power, Protective Life and Regions Bank will serve as Foundation Partners of The Games.

“One of the reasons we knew that The World Games would succeed in Birmingham is the quality of support of the local business community and its leaders,” said DJ Mackovets, CEO of The World Games 2021. “The Games will bring nearly 5,000 participants and tens of thousands of fans to the city, and be broadcast to millions more across the world, so the support of these partners will give us the opportunity to provide an exceptional experience to our visitors and to showcase Birmingham to a global audience.”

In addition to the three initial Foundation Partners, the City of Birmingham, Jefferson County, Birmingham Convention & Visitors Bureau and State of Alabama have pledged their support to The World Games 2021.

**Alabama Power’s** partnership will include title sponsorship of The Opening Ceremony of The World Games. The official introduction to The World Games 2021 and the City of Birmingham, the Alabama Power Opening Ceremony will be a colorful and entertaining celebration of sport, featuring live entertainment, special effects and a parade of athletes representing more than 100 countries.

“We are proud to join with the other Foundation Partners to support this exciting event,” said Alabama Power CEO Mark Crosswhite. “Our city is the first in the U.S. to host The World Games since 1981, and we look forward to welcoming the world to Birmingham and Alabama.”

**Regions Bank** will serve as title sponsor of The World Games Plaza, a free, family-friendly celebration of The World Games. Open daily from July 16-25, 2021, The Regions World Games Plaza will feature live entertainment, food, sports demonstrations and ongoing coverage of sports competition.

“The World Games 2021 provides a unique opportunity to showcase Greater Birmingham on the international stage as we host athletes and their families, spectators and the many organizations needed to make this event successful,” said John Turner, President and CEO of Regions Financial. “Regions is excited to partner with the City of Birmingham and the local business community to support The World Games 2021 through a sustained investment that will produce a positive economic impact in the community we call home.”

As a Foundation Partner of the World Games, **Protective Life** will provide support to introduce the world to the athletes and teams that make the competition so exciting. The Protective Life Athlete of the Day will celebrate participants from all over the globe, share their unique stories and backgrounds, and highlight the sports that are bringing people together. Additionally, the Protective Life Athlete of the Games award will pay tribute to the competitor who most embodied the ideals of The World Games through outstanding performance and sportsmanship during The Games.

“As a company that has called Birmingham home for more than 110 years, Protective is proud to be a part of this significant moment in our city’s history,” said Rich Bielen, President and Chief Executive Officer, Protective. “Few things bring people together like sports, and we are excited to support our community and invest in its future by partnering with The World Games.”

In addition to the announcement of the first three Foundation Partners, The World Games 2021 also unveiled the first official countdown clock, which will be permanently housed in Birmingham’s Uptown Entertainment District through The Games.
Additional countdown clocks will be installed in key locations throughout the city, including Birmingham-Shuttlesworth International Airport and City Hall, over the next three years.

The World Games 2021 Birmingham will take place July 15-25, 2021, and will generate an estimated $256 million in economic impact for the city.

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ABOUT THE WORLD GAMES 2021 BIRMINGHAM

The World Games 2021 Birmingham will be an extraordinary Olympic-style sports experience where elite athletes from all over the world compete for gold in 34 unique, multi-disciplinary sports. Featuring 3,600 athletes from more than 100 countries, the international event will unite global fans with the Birmingham community in more than 20 unique venues around the greater metropolitan area. The World Games 2021 Birmingham, which marks the 40th anniversary of the event, will take place from 15-25 July 2021. The World Games was established by the International World Games Association, an organization recognized by the International Olympic Committee. For more information visit theworldgames2021.com or find us on Facebook, Instagram or Twitter.

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