



**CONTACT:** Pam Haynes  
Communication Specialist  
336-841-9055; [phaynes@highpoint.edu](mailto:phaynes@highpoint.edu)

## **HPU DRAWS NEARLY 77,000 ANNUAL VISITORS TO HIGH POINT**

**HIGH POINT, N.C., July 11, 2011** – High Point University provided a boost to the city’s economy in the 2010-2011 academic year by bringing nearly 77,000 visitors to High Point and the HPU campus through admissions, athletic, cultural, family and community events.

A total of 76,951 guests attended the events throughout the year. These activities included athletic contests such as men’s and women’s basketball games, Alumni and Family Weekend, campus tours for incoming students and their parents, and musical and theatre productions.

That activity translated into increased business at local shops, restaurants, hotels and much more in and around High Point. The total number of visitors does not include the 3,400 undergraduate students who live on campus during the academic year and the activity that they generated.

“There is a lot of excitement and great events that are always hosted by HPU,” says Tim Mabe, president and CEO of the High Point Convention and Visitor’s Bureau. “Nearly 77,000 visitors each year makes for a very significant economic impact to this city. High Point University is a great asset to the city.”

“The university’s significant expansion over the past six years continues to bring great reward to the city of High Point,” says Don Scarborough, vice president of community relations. “The economic impact of 77,000 visitors translates into significant financial gains and opportunities for local businesses. HPU significantly strengthens High Point’s designation as North Carolina’s international city.”

*At High Point University, every student receives an extraordinary education in an inspiring environment with caring people. HPU, located in the Piedmont Triad region of North Carolina, is a liberal arts institution with over 4,200 undergraduate and graduate students from 51 countries and 46 states at campuses in High Point and Winston-Salem. It is ranked by US News and World Report at No. 3 among Regional Colleges in the South. Forbes.com ranks HPU in the top 7 percent among “America’s Best Colleges.” Parade Magazine lists HPU in the top 25 private schools in the nation. The university offers 50 undergraduate majors, 43 undergraduate minors and 14 graduate degree programs. It is accredited by the Commission of Colleges of the Southern Association of Colleges and Schools, and is a member of the NCAA, Division I and the Big South Conference. Visit High Point University on the Web at [highpoint.edu](http://highpoint.edu).*

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