

County backs Pink Invitational

Amateur gymnastics event among 12 recipients of annual grants for tourism, historic preservation efforts

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WEST CHESTER — Psst! Keep it to yourselves, but the Chester County Commissioners like Pink.

No, not Pink, the edgy, female singer of “Get The Party Started” fame. Rather, Pink as in The Pink Invitational, an amateur gymnastics event designed to educate young women on breast cancer issues.

On Thursday, the commissioners awarded a \$15,000 marketing grant to the event from the annual capital, event and marketing grant fund of the Chester County Conference & Visitors Bureau Foundation.

The Pink Invitational was one of three groups that received awards of \$15,000.

The event will be held from Feb.

27 to March 1 at the United Sports Training center in West Bradford. According to its Web site, more than 1,000 young gymnasts from Florida to Massachusetts have signed up to participate.

The event’s mission is “to aid those affected by breast cancer and to educate gymnasts about the prevention, diagnosis and treatment of this devastating disease,” according to sports center owners Steve and Louise Pancott.

“The Pink Invitational has, at the very least, opened meaningful conversations with young athletes about healthy lifestyles for all and the pleasure of giving to others,” they wrote on the event’s Web site.

The commissioners approved \$130,000 total in grants to 12 agencies and organizations Thursday. A

capital grant of \$20,000 was given to the Schuylkill River Heritage Center for its visitors center. All the other grants were for marketing and event promotions.

The Brandywine Ballet received \$3,000 for marketing, and the Chamber of Commerce of Greater West Chester received \$5,000 for marketing the Old Fashioned Christmas in West Chester.

The Chester County Conference & Visitors Bureau received \$10,000 to promote the Brandywine Sampler hotel package and its Main Streets program.

Green Valleys Association at Welkinweir received \$7,361 for marketing.

Historic Kennett Square received \$10,000 for Main Streets marketing and for The Flash, a new venue for live music.

The Kennett Symphony received \$10,000 for regional marketing.

People’s Light & Theatre Company received \$15,000 for marketing a production of “A Tale of Two Cities,” and West Bradford Youth Athletics received \$15,000 for its third annual Chester County Balloon Festival.

The West Chester Business Improvement District received \$10,000 for its Main Streets program.

The grant funds are raised through the 2 percent tax paid by visitors who stay in hotels in the county.

Half the money goes to the bureau to fund its activities and half goes to nonprofits in the county that are engaged in historic preservation or tourism.

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