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## **The World Games 2022 Adds Three to Board of Directors**

*Pamela Cook, Mark Ingram and Tad Snider join board of once-in-a-lifetime event*

**BIRMINGHAM, Ala. (Oct. 9, 2020)** – The World Games 2022 today announced three additions to its board of directors – Birmingham executives Pamela Cook, Mark Ingram and Tad Snider.

“All three of these individuals represent excellent additions to our of board of directors,” said Jonathan Porter, chairman of the board for The World Games 2022. “Each of them brings a valuable perspective, unique experience and outstanding reputation to our team, so we’re excited to be working with them.”

Cook, Ingram and Snider join the existing 15-person board, whose members meet quarterly and participate on planning sub-committees, providing leadership and vision to the Birmingham Organizing Committee in the planning and execution of The World Games 2022.

**Pamela Cook**, the director of multicultural marketing and community affairs for Coca-Cola Bottling Company UNITED, was hired at Coca-Cola in 2015 as media and promotions manager, coordinating advertising to support pillar programs in the community. She oversaw the execution of market promotions that supported sponsored events for Coca-Cola including the Magic City Classic. She was eventually promoted, becoming Coca-Cola’s first African American female director of multicultural marketing and community affairs.

Outside of work, Cook serves in leadership or board positions with a number of organizations, including the Alabama Beverage Association; United Negro College Fund (UNCF); Red Mountain Theatre Company; Lifeskills Foundation; Lawson State Community College Barbering and Cosmetology Board; Workshops Inc.; Coca-Cola HBCU Pay It Forward Internship Program; Omicron Omega Chapter; Alpha Kappa Alpha Sorority; YWCA Central Alabama; and the Black Women’s Health Imperative Marketing Advisory Board.

“I’m thrilled to represent Coca-Cola Bottling Company UNITED as we prepare for the gathering of world-class athletes in Birmingham for The World Games,” Cook said. “I’m looking forward to serving alongside the entire team, and I’m ready to get started.”

**Mark Ingram** is currently in his sixth year as athletic director at the University of Alabama at Birmingham. During his tenure overseeing Blazers athletics, the department has raised more than \$100 million in cash and pledges, completed the design and construction of a \$22.5 million football practice facility, and helped obtain the approval of Protective Stadium, the future home of UAB football.

Prior to arriving in Birmingham, Ingram served as associate vice president/executive senior Associate athletics director at Temple, senior associate athletic director at the University of Tennessee, and assistant athletics director for development at the University of Georgia and the University of Missouri.

“I am so grateful to have been asked to join The World Games Board of Directors,” said Ingram. “This is a historic, once-in-a-lifetime event for our city, and being a part of something that exemplifies the pinnacle of sport is a great honor for me personally.”

**Tad Snider**, a Birmingham native, joins the board while currently serving as the executive director and CEO of the Birmingham-Jefferson Convention Complex (BJCC), a role he took on in 2010 after more than 15 years with the BJCC.

During his tenure as CEO, the BJCC has been operated as one of the most unique and diverse convention, meeting, performing arts, entertainment, office and retail center operations in the country.

“I’m tremendously excited to be joining The World Games Board of Directors,” Snider said. “The BJCC has been involved in the planning and preparation for The World Games for some time now, and with our venues set to be involved in a number of events and activities, we look forward to playing our role in helping The World Games be a positive statement about our great city on a world stage. The opportunity to feature all that is great about Birmingham to the world is a truly special opportunity to be a part of.”

All three of the new board members were unanimously approved by the current board of directors, and will participate in the upcoming meeting of The World Games Board of Directors on October 14.

“We are excited and grateful to add this impressive trio to The World Games family,” said Nick Sellers, CEO of The World Games 2022. “They have each made a sizable impact on Birmingham and have a passion for this community that they are eager to share with the world.”

The World Games 2022 Birmingham will take place July 7-17, 2022 and will generate an estimated \$256 million in economic impact for the city.

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#### **ABOUT THE WORLD GAMES 2022**

The World Games 2022 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 25+ unique venues around the greater metropolitan area. The World Games 2022 Birmingham, which marks the 40th anniversary of the event, will take place from 7-17 July 2022 and will generate an estimated \$256 million in economic impact. The World Games was established by the International World Games Association, an organization recognized by the International Olympic Committee. For more information visit [TWG2022.com](https://www.twg2022.com) or find us on [Facebook](#), [Instagram](#) or [Twitter](#).