



**For Immediate Release**  
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## **Henrico Sports & Events Center to Host American Pro, Its First-Ever Powerlifting Event**

GLEN ALLEN, Va. (July 27, 2026) – The Henrico Sports & Entertainment Authority (HSEA) is bringing one of the world's premier professional powerlifting competitions to Henrico for the first time when the American Pro Meet 2026 comes to the Henrico Sports & Events Center Aug. 7-8.

The event marks the first powerlifting competition ever hosted at the Henrico Sports & Events Center and will welcome elite athletes and spectators from around the world for two days of competition. One of the world's premier professional powerlifting events, the American Pro features an open competition on Friday, Aug. 7, followed by an invitation-only championship on Saturday, Aug. 8, with a \$25,000 prize pool.

"As we continue to diversify the types of events we host, bringing the American Pro to Henrico marks another exciting milestone for the Henrico Sports & Events Center," said Megan Hazzard, Managing Director of the Henrico Sports & Entertainment Authority. "This event showcases the versatility of our venue while reinforcing Henrico's reputation as a destination for world-class sports events. We're excited to welcome these incredible athletes and visitors to our community."

The competition will transform the Henrico Sports & Events Center into a high-energy arena complete with stadium seating, a video board, live DJ and VIP seating. Athletes from the United States, Chile, Australia, Poland, Croatia and Canada are expected to compete, with many expected to challenge national and world records. Ten Richmond-region athletes are currently registered for the open competition.

"We're ready for some record-setting lifts and an exciting event with the American Pro," said Gerald Taylor, Sports Sales & Event Manager, Richmond Region Tourism. "Powerlifting brings a passionate and dedicated fan base, and they're going to have a great experience at the Henrico Sports & Events Center and throughout the region. We're looking forward to welcoming everyone next month."

“Bringing the American Pro to the Henrico Sports & Events Center is an exciting step forward for this event and for the sport of powerlifting. This venue gives us the opportunity to create a true arena experience for our athletes, spectators, sponsors, and media partners. We are proud to bring some of the strongest athletes in the world to Henrico for the first powerlifting event hosted in this facility,” said Ana Perez, event organizer and president of Powerlifting United.

Sanctioned by Powerlifting United, the American Pro has become one of the sport's premier competitions, earning national exposure on ESPN, including SportsCenter, while attracting a global audience through livestreams and social media. Event content has generated more than one million views online. Animal, a leading sports nutrition brand, is the event's title sponsor.

The American Pro is also known for record-breaking performances, including Tamara Walcott's all-time women's raw deadlift world record. Returning American Pro champion Kyle Kirvay will look to defend his title while maintaining his position as the all-time leader in total weight lifted in the 308-pound raw division.

For event information, tickets, and registration, visit <https://americanpro.ticketspice.com/arena>.

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### **About the Henrico Sports & Entertainment Authority**

The Henrico Sports & Entertainment Authority leads Henrico County's sports tourism initiatives and facility development, helping position Henrico and the region as a premier destination for athletic events and entertainment. Sports visitation generates more than \$115 million in annual economic impact, supporting local businesses, strengthening community connections, and enhancing quality of life for residents and visitors alike.

### **About Richmond Region Tourism**

Richmond Region Tourism is a private, nonprofit organization dedicated to promoting the region to meeting planners, sports event organizers, and leisure travelers. The organization represents the cities of Richmond and Colonial Heights, the town of Ashland, and four counties: Chesterfield, Hanover, Henrico, and New Kent. Richmond Region Tourism operates visitor centers at the Virginia Museum of Fine Arts and Richmond International Airport.

### **About the American Pro**

The American Pro is a premier powerlifting event designed to showcase some of the strongest athletes in the United States and around the world. The event brings together elite competitors, rising talent, major industry partners, and a high-energy live event experience built around the sport of powerlifting. With premium production, athlete-focused partnerships, and a growing international presence, the American Pro continues to raise the standard for powerlifting competitions in the United States.

## **About Powerlifting United**

Powerlifting United (PLU) is a national powerlifting federation committed to raising the standard of the sport through professionalism, consistency, athlete experience, and community-driven growth. Founded with a vision to create a stronger and more unified future for powerlifting, the federation provides sanctioned competitions, national championship events, referee education, record opportunities, and a platform for athletes of all levels to compete. Powerlifting United continues to expand across the United States while remaining focused on integrity, inclusion, and the continued development of the sport.