



PRESS RELEASE

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## FLORIDA REGION ANNOUNCES CORA AS EXCLUSIVE SPORTS MEDICINE PARTNER OF HICKORY POINT BEACH

CORA Rehabilitation & Sports Medicine, a multi-state provider of comprehensive outpatient rehabilitation services, will be assisting sand volleyball athletes with both acute and chronic injuries at 18 Florida Region hosted events in Tavares and Lido Key, FL in 2015.

**Eustis, FL – March 20, 2015** – The Florida Region of USA Volleyball has named CORA Rehabilitation & Sports Medicine as the official sports medicine partner of their 21-court sand volleyball complex, Hickory Point Beach. CORA will also be providing exclusive services for all other Florida Region outdoor volleyball-related programming, including the Sunshine State Games Grass Volleyball Series.

Members of CORA's highly trained staff will be present at all of the events taking place at Hickory Point Beach, including high school tournaments, collegiate sand championships, adult and junior series, international tournaments and much more. These staff members will assist athletes with injury prevention and relief, as well as provide knowledge on properly stretching, training, hydrating, resting and recovering.

**Ward Daron**, Regional Vice President of Operations for CORA, said that this partnership makes sense to both organizations due to CORA's state-wide presence, with over 80 clinic locations in Florida. "Our organization and staff has provided sports medicine coverage for several volleyball organizations and events in the state of Florida," Daron said. "Players in need of our services after participating in an event will be able to schedule with one of our clinics in proximity of their home. Sand volleyball is one of the fastest growing sports in the USA, with an inaugural NCAA championship in 2016. This partnership will allow us to be involved with the grassroots development of the sport in general and sand volleyball athletes in particular. We're looking forward to this season!"

In addition to providing sports medicine services at Florida Region hosted outdoor events, CORA will also develop a sports education section on the Florida Region website to help educate beach athletes on the proper way to train, eat, hydrate, rest and recover. A monthly educational article, titled the "CORA Sports Medicine Tip" will also be included in the monthly Florida Region Vol-eNews newsletter.

With CORA's presence at the events and the added educational component, Florida Region of USA Volleyball Executive Director and President **Steve Bishop** is looking forward to providing these high-quality services to Florida Region members. "We are excited to announce the addition of CORA to our beach event team in the Florida Region," Bishop said. "They have made a strong commitment to volleyball in Florida and having them at our events will only continue to ensure the best playing environment for our beach athletes. As the only beach volleyball tour in Florida to have a dedicated medical professional on staff at every event, we are raising the bar for beach volleyball

events across the state. Athlete health and wellness is an important issue and we look forward to a great partnership with CORA in the coming year.”

The partnership commenced at the Florida USAV Beach Series Opener. This event took place March 14<sup>th</sup>, 2015 at Hickory Point Beach in Tavares, FL.

#### **About CORA**

CORA is a multi-state provider of comprehensive outpatient rehabilitation services in Florida, Michigan and South Carolina. Their mission is to provide rehabilitation services in a professional and caring manner and to return their patients to their jobs and lifestyles as soon as possible. They deliver a broad range of clinical services with respect and consideration for the needs of their patients. To assure the best outcomes, CORA uses proven clinical practices, cost effective treatment protocols and communicates regularly with their patients, their physicians and case managers. Additional information on CORA can be found at [www.CoraHealth.com](http://www.CoraHealth.com).

#### **About Florida Region of USA Volleyball:**

The Florida Region of USA Volleyball is a 501c3 non-profit that began operations in the 1960's and was officially incorporated in 1982 to promote the sport of volleyball and to create competitive playing opportunities for volleyball enthusiasts of all ages throughout the State of Florida. The Florida Region is one of the 40 regional volleyball associations under the umbrella of USA Volleyball and currently serves approximately 12,500 members. Indoor and outdoor programming is available for adults, juniors, coaches and officials. The Florida Region of USA Volleyball headquarters is located in Eustis, FL. Additional information on the Florida Region can be found at: [www.FloridaVolleyball.org](http://www.FloridaVolleyball.org).

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