



PRESS RELEASE

FOR IMMEDIATE RELEASE

NEW PARTNERSHIP FOR TEAM FLORIDA BEACH HP ALL-STAR PROGRAM!

Smack Sportswear out of Redondo Beach, CA will now be the Official Outfitter for the Team Florida Beach HP All-Star program through 2020.

Eustis, FL – December 18, 2017 – The Florida Region of USA Volleyball is proud to announce a new partnership with Smack Sportswear as the Official Outfitter for all Team Florida Beach HP All-Star gear and apparel.

Smack Sportswear will provide all gear and apparel for Team Florida beach athletes and coaches. These all-star beach athletes and their coaches will represent the Florida Region at regional and national competitions during the year. Athletes that compete for Team Florida will benefit directly by this partnership in the form of reduced participation fees to play with Team Florida along with the added confidence of wearing professionally branded apparel from Smack Sportswear. In addition, Smack Sportswear will fund a \$1,000 scholarship in their company name each year for a high school senior that is a member of the Florida Region.

Bill Sigler, President of Smack Sportswear stated, “We are very excited to begin our partnership with the Florida Region. We look forward to not only developing better relationships with our club and institutional customers, but also bringing greater awareness of our superior volleyball products to the young athletes in Florida.

“The Smack Sportswear brand is well known and has been in existence for 23 years”; commented **Steve Bishop**, Florida Region President. “They offer a full line of beach competition apparel and beach casual wear that will be worn by our Team Florida Beach HP All-Star delegation as they represent the Florida Region. Additionally, Smack Sportswear will outfit our beach event staff and officials at Hickory Point Beach in Tavares, FL. **Bill Sigler** and his team has been great to work with as we moved through the RFP process and I look forward to working with them to promote Smack Volleyball in the coming years.”

About Smack Sportswear

Smack Sportswear was founded in 1994 on the sands of Manhattan Beach, California. The company is committed to being the leading brand and service provider for indoor and sand volleyball markets around the world. Smack offers a complete line of sublimated custom cut-and-sew, and core styles to meet the needs of any team or club. Many of the styles and products have been inspired and tested by some of the top U.S. players. For more information on Smack Sportswear visit their website: www.Smacksportswear.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 over 14,500 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.

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