



**PRESS RELEASE**

*FOR IMMEDIATE RELEASE*

**NEW PARTNERSHIP FOR FLORIDA REGION OF USA VOLLEYBALL**

Universal Orlando Resort and USA Volleyball-Florida team up to enhance the ASICS Florida Volleyball Challenge event in Orlando, FL.

**Eustis, FL – March 1, 2018** – Today, the Florida Region of USA Volleyball announces a new partnership with Universal Orlando Resort to implement new amenities for the ASICS Florida Volleyball Challenge event on April 20-22, 2018 in Orlando, FL. This annual championship event will play host to 600 volleyball teams from across the state of Florida and will take place at the Orange County Convention Center on approximately 80 volleyball courts in halls North A & South A. Attendance for the event is expected to be between 18,000-20,000 people over the course of the weekend.

Some of the anticipated enhancements for the event will create a unique experience for all attendees. Between matches, coaches will benefit directly from a lounge where they can relax and unwind in the Universal Orlando/SportsEngine Coaches Hospitality Lounge. Universal Orlando and SportsEngine, which are both part of the NBCUniversal Comcast family of companies, have collaborated to create a one-of-a-kind experience for coaches not found in any other USAV event. For athletes and spectators, Universal Orlando will host character meet and greet opportunities throughout the event at the awards stage area. Additionally, all attendees will be able to purchase specially priced tickets at the event to take advantage of some of the world's most exciting and innovative theme park experiences at Universal Orlando Resort.

In addition to the volleyball event, Universal Orlando will provide door prizes for the 17<sup>th</sup> Annual Florida Region Awards Ceremony scheduled for Friday, April 20, 2018 at 7:00pm in North Hall A, Room N320. This event will feature the gold medal winning USA Women's Paralympic team from the 2016 Rio Paralympics. During the night, many awards will be presented to adults, juniors, coaches, and officials along with over \$30,000 in scholarships for high school seniors. The highlight of the evening will be inducting the newest member into the Florida Region Volleyball Hall of Fame, the highest honor provided by the organization.

"We are proud to partner with the Florida Region of USA Volleyball and SportsEngine to help these athletes and coaches shine as they take part in this annual event," said **Keith Stiff**, Senior Manager of Youth Group Sales at Universal Orlando Resort. "Our destination is all about providing our guests with bold and exciting experiences that they'll never forget. This partnership allows us to bring this excitement to teams and attendees from across the state. We look forward to working with both organizations on future events so we can continue to provide a fun and exhilarating competition atmosphere."

**Steve Bishop**, Florida Region Executive Director/President commented, "This new partnership with Universal Orlando aligns our regional USA Volleyball organization with a titan in the media and entertainment industry. We are honored to be working alongside such a well-know company that desires to support the sport of volleyball here in Florida. Our event in Orlando will leave lasting impressions on our attendees as a result of Universal Orlando's and SportsEngine's engagement. We look forward to hosting our Florida teams in Orlando and celebrating what we often refer to as a lifetime sport with a lifetime of friendships."

**About Universal Orlando Resort**

Universal Orlando Resort is a unique vacation destination that is part of the NBCUniversal Comcast family. For more than 25 years, Universal Orlando has been creating epic vacations for the entire family – incredible experiences that place guests in the heart of powerful stories and adventures.

Universal Orlando's three theme parks, Universal Studios Florida, Universal's Islands of Adventure and Universal's Volcano Bay, are home to some of the world's most exciting and innovative theme park experiences – including The Wizarding World of Harry Potter-Hogsmeade and The Wizarding World of Harry Potter-Diagon Alley. Universal Orlando's on-site hotels, Loews Portofino Bay Hotel, the Hard Rock Hotel, Loews Royal Pacific Resort, Loews Sapphire Falls Resort and Universal's Cabana Bay Beach Resort, feature a total of 5,600 rooms and are destinations unto themselves. Its entertainment complex, Universal CityWalk, offers dining and entertainment for every member of the family.

Universal Orlando Resort consistently unveils all-new guest experiences, including powerful attractions, incredible dining opportunities and dramatically themed hotels. Now open is Universal's Volcano Bay, an entirely new water theme park, and Race Through New York Starring Jimmy Fallon, an immersive and interactive attraction in Universal Studios Florida. Additional information on Universal Orlando Resort please visit: [www.universalorlando.com](http://www.universalorlando.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](http://www.FloridaVolleyball.org).

For additional information contact:

**Braden Causey**, Marketing Coordinator

Florida Region of USA Volleyball, Inc.

t: 352-742-0080 e: [braden@floridavolleyball.org](mailto:braden@floridavolleyball.org)