



PRESS RELEASE

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FLORIDA REGION OF USA VOLLEYBALL TO OFFER FREE EVENT IN TAVARES, FL AFTER 2016 RIO OLYMPICS

The Florida Region of USA Volleyball will manage multiple sites around the state for NBC Gold Map/Open Court, a nationwide promotion involving both USA Volleyball and NBC. The Region will be personally hosting a local free volleyball event at Hickory Point Beach in Tavares, FL. The entire community is welcome to attend.

EUSTIS, FL – August 12, 2016 – The Florida Region of USA Volleyball is proud to join their national counterpart, USA Volleyball, for a new nationwide promotion encouraging potential new players to try volleyball for free. Open Court will debut on Saturday, Aug. 27, the Saturday following the Rio Olympic Games, with locations across the country. This includes multiple locations across Florida, which will be managed by the Florida Region of USA Volleyball. These events will offer indoor, beach and/or sitting volleyball.

The Florida Region will be hosting their own local, free beach volleyball event at Hickory Point Beach, the 21-court beach volleyball complex located at 27341 SR 19, Tavares, FL 32778. The event takes place on Saturday, August 27th from 10 AM to 12 PM; however, participants are welcome to stay after the designated time if they would like to continue to play.

A list of the other free events in the Florida Region can be found at www.tryvolleyballforfree.com. Participants can use this link to find out more information and view event contact information.

The day-of-event activities will vary from location-to-location, but the concept is to open the doors of a gym (or even a park) for a couple hours and allow kids to do various drills, learn skills and have fun.

“We really feel that Open Court is a tremendous opportunity for our clubs and regional volleyball associations (RVAs) to grow the game locally,” said USA Volleyball CEO **Doug Beal**. “Our Olympians are great role models and provide inspiration for the next generation. Volleyball and beach volleyball are extremely popular in Brazil. With Brazil and the U.S. in contention for medals, our sport will get a tremendous amount of exposure from NBC and all media. We want to funnel our Rio Olympic momentum into our clubs and RVAs.”

This national membership growth initiative aims to drive new prospective members to facilities and programs at the local level.

NBC GOLD MAP

In 2014, the U.S. Olympic Committee and NBC launched a promotion called NBC Gold Map during Sochi Olympic Winter Games, which connected Olympic viewers with local programs, taking advantage of what NBC calls “a defining moment of inspiration.” NBC will run Gold Map promotions on the air and online throughout the Games, including during volleyball matches, and refer interested parties to the USA Volleyball website.

“We think the NBC Gold Map program will drive a lot of traffic to our site,” said **John Kessel**, USA Volleyball Director of Sport Development. “We’ve created Open Court to give all of that traffic, all of those people, a specific event to attend and give exposure to our local clubs and RVAs.” USA Volleyball membership has grown every year since 1985. Current membership is over 332,000 members.

In 2015, a National Federation of State High School Associations (NFHS) survey reveal that national high school participation numbers for girls’ volleyball (432,176) surpassed basketball (429,504) for the first time. Outdoor track and field is first with 478,726; volleyball ranks second.

About USA Volleyball:

USA Volleyball, founded in 1928, is the National Governing Body (NGB) for the sport of volleyball in the United States and is recognized by the Federation Internationale de Volleyball (FIVB) and the United States Olympic Committee (USOC). Additional information on USA Volleyball can be found at: <http://www.usavolleyball.org>

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 14,000 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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