

News

Palm Beach County Sports Commission

FOR IMMEDIATE RELEASE

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East Coast Beach Nationals Serves Volleyball to Palm Beach County

WEST PALM BEACH, FL – Exclusive Sports Marketing is bringing beach volleyball to Palm Beach County, August 7-8, 2010. The Dig The Beach Pro Am Volleyball Series is working in partnership with the City of Riviera Beach and the Palm Beach County Sports Commission to host the Second Annual East Coast Beach Nationals, constructing 30 courts at the renewed Singer Island's Ocean Mall beach volleyball courts.

Dig the Beach Pro Am Volleyball Series is the oldest and largest series in the entire Southeastern United States, conducting 10-12 events each year, all in Florida. The 2010 East Coast Beach Nationals features both professional and amateur level beach volleyball. An estimated 220 two-person teams are expected to compete in this premier national invitational event. Men, women, junior and co-ed competition takes place over the two-days. Saturday's competition will feature the Professional Men's and Women's Division, along with the Men's and Women's Amateur Division. Sunday's play will include the Junior Division (ages 12-18) as well as the Co-Ed Division.



Troy Forte, Vice President of Operations for Exclusive Sports Marketing, says, "This is a great opportunity to put Palm Beach and Singer Island on the map as a premier beach volleyball destination. We have partnered with USAV Florida Region to bring a National event to Florida. California is traditionally recognized as the home of beach volleyball, but we feel the future of beach is right here in Florida. Our series continues to grow and we are truly excited about this event now and for the future."

"This event represents the diversity of sports competition venues in Palm Beach County.

We are excited to bring something unique and welcome this event. The East Coast Beach Nationals is an opportunity to develop an annual beach volleyball presence in Palm Beach County and highlight a portion of the 47 miles of beaches in the county, truly blending Palm Beach County as a sports tourism destination,” says George Linley, Executive Director of the Palm Beach County Sports Commission.

About Palm Beach County Sports Commission

The Palm Beach County Sports Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the County as a sports and sports tourism destination. The Commission brings sporting events and activities to the County, enhances economic impact, stimulates bed tax revenues (primarily in the off-season) and maximizes utilization of County facilities. The Commission offers a full range of event service support, corporate partnerships, sponsorships and a local membership program that supports its goals. Local, regional, national and international marketing efforts are ongoing by the Commission with sports organizations and event owners. The Commission also produces sports-related programs for the residents of Palm Beach County including the Palm Beach County Sports Hall of Fame, the Lou Groza Collegiate Place-Kicker Award, the Kids Fitness Festival of the Palm Beaches and awards the annual Sam Budnyk Student-Athlete Scholarship. For more information on the Palm Beach County Sports Commission go to www.palmbeachsports.com.