



PRESS RELEASE

FOR IMMEDIATE RELEASE

Florida Region of USA Volleyball announces another exciting update for the 2020 Florida Pro Best of The Beach Event.

Participating athletes will have the highest safeguards available along with increased prize money!

Eustis, FL – October 29, 2020 – The Florida Region of USA Volleyball is proud to provide this fourth follow up announcement on the 2020 Florida Pro Best of The Beach Volleyball Tournament, presented by the Norelli Family Foundation. The event will be held on November 6-8, 2020 at Hickory Point Beach in Tavares, FL and will now offer \$60,000 in prize money (or \$30,000 per gender).

Due to the generous support of two anonymous donors, a \$10,000 donation will be added to the total prize purse for the event, bringing the new total to \$60,000 (or \$30,000 per gender). The donation was made on behalf of Miami Volleyball Academy (MVA), which is a USAV Florida Region member-club located in Miami, FL. MVA has been a member-club in the Florida Region since 2014 and offers year-round indoor and beach programming for girls from ages 8-18 in the greater Miami-Dade area. When asked to comment on the donation, one of the donors stated, "The entire purpose of doing this is to remind parents, clubs and athletes that MVA is not only a volleyball club, but is also an organization that cares and encourages the growth of the sport. My business partner and I truly believe in the expansion, growth and union of the sport and supporting the Florida Region of USAV. As always, it is a pleasure to contribute to the sport of volleyball."

The event's Medical Director, **Dr. Ron Torrance** (of Regenexx in Tampa & Miami) will now administer COVID rapid tests to all 56 pro beach athletes participating in the event. Due to the unique nature of the Best of The Beach format, where athletes will play with different partners over the weekend, this increased safety enhancement will ensure that all athletes have tested COVID negative before competing. Athletes will also be screened each morning by the medical team and will be provided numerous safe zones where they can relax and observe the other matches during the event, away from the general public. All spectators and staff members will be temperature screened each day upon arrival and they will also be required to wear masks when at the venue. Strict safety guidelines will be enforced throughout the weekend.

Additionally, the participating athletes will have the benefit of licensed massage therapy (LMT) services from **Ben Keyes** of Rx Massage Therapy. Ben has been an official business partner of the Florida Region since 2012 and has been recognized by the Region for his outstanding contributions in both 2012 and 2015. He has worked at some of the most prestigious volleyball events in the US and will oversee a team of LMTs during the weekend. The slogan for Rx Massage Therapy is "Prescription Strength Massage" and Ben's team plans to deliver on their promise. Information can be found at www.RxMassageTherapy.com.

Finally, the event will include volleyball's best video team of **Hector Negron** and **Carlos LaTorre** of SpikeNet. This duo has been an official partner of the Florida Region since 2016 and has helped the Region capture special moments on video at over 60 events. Attendees will see the SpikeNet team shooting video for highlights, flying drones and conducting interviews to help tell the story of the 2020 Florida Pro Best of The Beach event at Hickory Point Beach. Additional information on SpikeNet can be found at www.TheSpikeNet.net.

Spectators are allowed in the 67-acre Hickory Point Park and VIP tickets for the weekend are available on the event website. There will only be 50 VIP tickets available per day to sit in the covered tent area with direct line-of-sight to all four of the competition courts. VIP ticket holders will also be provided with several other amenities during their visit. General admission is free, but there will be a parking charge of \$10 per day. Spectators are encouraged to bring a portable tent/umbrella and a chair if they attend. Social distancing and masks will be required. The event will be produced as more of a ground-level event with spectators sitting courtside, outside of the athlete safe-zone boundary. Anyone with a temperature over 100 degrees or anyone displaying COVID symptoms outlined by the CDC will be asked to depart the venue immediately. Law enforcement will be onsite to assist with maintaining a safe and secure event for everyone in attendance.

The schedule of events for the weekend is as follows:

Friday, November 6th - Qualifier (Pool Play)

Saturday, November 7th - Main Draw Day 1 (Pool Play) & Beach ParaVolley Day 1 (Training)

Saturday, November 7th (Night) - Partner selection for the Main Draw brackets will be announced!

Sunday, November 8th - Main Draw Day 2 (Bracket Play) & Beach ParaVolley Day 2 (Exhibition Matches)

Steve Bishop, the Executive Director and President of the Florida Region of USA Volleyball and the Beach Development Board Rep for USA Volleyball, who will also serve as the event director commented, "We could not be more pleased with our upcoming event. When considering the prize money available, the event team we have assembled, the event partners that joined us and the safety guidelines that will be in effect, this should be one of the most memorable volleyball events we'll ever produce here in the Florida Region. Our event team and our local community is ready for a great weekend and our volleyball family is expecting to watch some amazing volleyball. We look forward to welcoming them to Hickory Point Beach here in Lake County, FL!"

Additional information on the event and a full list of the pro athletes that are participating can be found here: www.floridavolleyball.org/florida-pro-best-of-the-beach.

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 14,500 members. Indoor, outdoor and ParaVolley programming is available for adults, juniors, coaches and officials. The Florida Region of USA Volleyball is headquartered in Eustis, FL and manages the 21-court Hickory Point Beach Sand Volleyball Complex in Tavares, FL. Additional information on the Florida Region can be found at:

www.FloridaVolleyball.org.

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