

For Immediate Release - June 28th - Halifax, NS

International Beach Volleyball Tournament Bumps Up the Waterfront to Salter Block

Tickets on sale today for the FIVB Swatch Junior World Championships

The 2011 Swatch Fédération Internationale de Volleyball (FIVB) Junior World Championships, set to take place August 31- September 4, has relocated. The five-day tournament, which will see over 400 delegates and athletes from more than 35 countries in Halifax for the championships, will take place on the Salter Street block of the historic Halifax Waterfront. The FIVB Junior World Championships committee chair, and president of SIEIA, Derek Martin is happy with the move. "The new venue presented us with a much more flexible site layout. Overall the athlete and spectator experience will be greatly enhanced."

As a key partner of the event, Waterfront Development is pleased to welcome the athletes, coaches, and their families and friends to the Halifax Waterfront. President Colin MacLean says international events like the FIVB championships provide an opportunity to showcase Nova Scotia to the world. SIEIA is also partnering with Waterfront Development to bring in approximately a quarter of the tournament sand for the Sands at Salter. Currently under construction, this new public space is expected to open in the coming weeks.

There is a definite curiosity surrounding the venue and the high calibre of the participants in the championship. "We continue to receive tremendous regional support and positive feedback from the international volleyball community," says event director Chris Larsen. "We're looking forward to seeing the best beach volleyball action the world has to offer; it will be the ticket to have this summer."

Ticket packages go on sale today and can be purchased at www.sandjamhalifax.ca. Martin says pricing has been kept reasonable, with weekly packages starting at \$40 for five full days of great action and entertainment. "We want to make sure the event is accessible to everyone from families, to avid sports enthusiasts, to those just looking to have one last summer party down on the waterfront. We only have room for 2,000 spectators around centre court so those interested in being a part of the action should not delay in getting their tickets."

Corporate partners who have already signed on for the event include: Waterfront Development, Bell Aliant, CHUM, Bud Light Lime, Cruzan, Avis, The Chronicle Herald, CBS Outdoor, Kraft, Delta Halifax, Atlantic Digital, Revolve and RCR Hospitality. However, "several opportunities remain for partners and service providers of all sizes," Martin said in closing.

About The FIVB:

The FIVB consists of 220 affiliated federations and governs, manages and promotes all forms of volleyball and beach volleyball worldwide through tournaments such as the World Championships, World League, World Grand Prix, Swatch FIVB World Tour, Swatch FIVB World Championships, Continental Beach Volleyball Cup, Beach Volleyball World Cup, World Cup, Grand Champions Cup, Junior and Youth tournaments and, of course, the Olympics. In the words of now honorary president Dr. Rubén Acosta, the FIVB has entered the third phase of its life with the election of Jizhong Wei as president, after 24 years of continuous improvement under Dr. Acosta and the 37 years of leadership from president Paul Libaud. The crowning achievement, after 24 years of peerless leadership from Dr. Acosta, was in realizing his dream of creating a fitting home for volleyball's future generations. The result of his endeavour was the creation of "Château Les Tourelles", FIVB's stunning headquarters on the banks of Lake Geneva in Lausanne, Switzerland.

About Sports and Entertainment Atlantic SIEIA:

Sports & Entertainment Atlantic is committed to delivering the ultimate experience with each event property it champions. Whether SIEIA is producing the event, or developing strategic sponsorship activations, our aim is to make an indelible impression, change perceptions, influence behaviour, and ultimately deliver the results our clients seek. SIEIA properties and clients include: Touchdown Atlantic, Football Canada Cup, Waterfront Winterfest, Bust a Move, Tall Ships Nova Scotia, Saint Mary's University, World Junior Hockey Championships, David Foster's Crescendo, Lobsters in the City, and the prestigious Vanier Cup.

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