

Contact:
Mario Cicchinelli
Sponsorships, Media & Marketing
Reach Event Marketing
(513) 794-4174

Matt Landes
Editorial Producer
AVP Pro Beach Volleyball Tour
(310) 426-7163

FOR IMMEDIATE RELEASE

2010 AVP NIVEA Tour Cincinnati Tournament of Champions Announces New Home and Ticket Sales

CINCINNATI (June 25, 2010) – Reach Event Marketing is excited to announce the return of the 2010 AVP NIVEA Pro Beach Volleyball Tour Cincinnati Tournament of Champions. Previously held at the Lindner Family Tennis Center in Mason, Ohio, 2010 marks the first year of the tournament at its new home at Hahana Beach, Cincinnati's newest volleyball destination, located at 7605 Wooster Pike (east of the Newtown Bridge), Cincinnati, Ohio.

This year's event marks the sixth time the Cincinnati USA region will play host to professional beach volleyball. The top 24 Men's and Women's teams on the AVP Tour, including Olympic Gold Medalists Misty May-Treanor, Kerri Walsh, Todd Rogers and Phil Dalhausser, are expected to compete.

Competition will take place September 3-5 with the following schedule:

Date / Session	Hours
Friday, Sept. 3 / Morning	8 a.m. – 6 p.m.
Friday, Sept. 3 / Night	7:30 p.m. – 10:30 p.m.
Saturday, Sept. 4 / Morning	9 a.m. – 6 p.m.
Saturday, Sept. 4 / Night	7:30 p.m. – 10:30 p.m.
Sunday, Sept. 5 / All Day	9:45 a.m. – 5 p.m. *Women's final at 2:30 p.m.; Men's final at 4 p.m.

For information about hospitality, event ticket packages, partnership opportunities, and pro athlete interviews, please contact Mario Cicchinelli at (513) 794-4174. Tickets will go on sale on Monday, June 28 and can be purchased at www.avp.com or by calling (800) 280-2330. Prices range from \$10-\$45.

"It's a big win for Hamilton County to have landed such an exciting and popular competition," said David Pepper, Hamilton County Commissioner. " And the banks of the Little Miami will provide a great venue to see these world-class athletes."

"We are thrilled to partner with the City of Cincinnati and Hamilton County to bring the AVP NIVEA Pro Beach Volleyball Tour back to the Cincinnati area for the sixth straight year," said Mario Cicchinelli of Reach Event Marketing. "This is a great way to showcase professional, Olympic-level beach volleyball and bring people together for a great time on Labor Day weekend."

About AVP

AVP, Inc. is a leading lifestyle sports entertainment company focused on the production, marketing and distribution of professional beach volleyball events worldwide. The AVP NIVEA Tour is set to stage 12 events throughout the United States in 2010 featuring more than 150 of the top male and female competitors in the sport. AVP athletes won both the women's and men's gold medals at the 2008 Olympic Games in Beijing, marking the first gold medal sweep by a single country in the history of Olympic Beach Volleyball. AVP is headquartered in Los Angeles, California. For more information, please visit www.avp.com.

About Reach Event Marketing

Reach Event Marketing (REM) is a full-service marketing company specializing in the organization, marketing and promotion of regional and national events, including the AVP Nivea Cincinnati Tournament of Champions, Wedding Mafia, Cincinnati Wedding Showcase and WagsPark. REM provides clients strategic marketing expertise at the grass-roots level in many areas, including advertising sales, sponsorship and hospitality packages, ticket sales management and promotion. For more information, please visit www.reacheventmarketing.com.

About Greater Cincinnati Sports Corporation (GCSC)

The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati region as a premier sports destination. GCSC has a 21-year history of hosting more than 200 events that brings pride, visibility and positive economic impact to the region. From World and National Championships to community-based programs, GCSC is making a difference in the quality of life for Cincinnati USA. GCSC, as the region's only non-profit sports tourism and event management organization, represents the Cincinnati USA hospitality community, P&G, and partners Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information and a calendar of events, please visit www.cincysports.org.

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