

FOR IMMEDIATE RELEASE
FIESTA ON SIESTA KEY
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CONTACT: SEAN CARTELL 352-281-7947

Fiesta on Siesta Key Secures Presenting Sponsor: 1st Place Volleyball

SIESTA KEY, Fla. – 1st Place Volleyball, a national volleyball-specific sporting goods dealer, has joined *Fiesta on Siesta Key* as the tournament's presenting sponsor, co-director David Carstenson announced Friday.

Fiesta on Siesta Key, one of the largest collegiate volleyball competitions ever held, enters its second year on April 17, 2010 in Siesta Key, Fla., and could prove to be even bigger this season.

"We are truly excited to achieve a partnership/presentation relationship with 1st Place Volleyball for the Fiesta," Carstenson said. "1st Place Volleyball has been devoted to volleyball players and coaches since its inception in 1998, and now they are looking to make a splash in the outdoor game."

1st Place Volleyball is headed by President Danielle Olson, who was raised in the athletic industry. She began her career working for her father at 1st Place Sports, a specialty running store that opened its doors in 1978 in Jacksonville, Fla. Olson was recruited by Asics Tiger as a team representative to head up the Southeastern Division. Along the way, she realized the need to support volleyball in the field. Now, through her leadership, 1st Place Volleyball is the largest volleyball team dealership in the country.

"Our primary focus is to cater to the needs of the volleyball player and coach at every level, through our volleyball-exclusive representatives throughout the country," Olson said. "With the advent of sand volleyball at the collegiate level, we identified the opportunity to market ourselves to these athletes and coaches at the *Fiesta*. We're looking forward to being part of a great event."

For additional information about 1st Place Volleyball, please visit: www.1stplacevolleyball.com

The *Fiesta on Siesta Key* is a number of beach/sand volleyball tournaments in one. The event will be comprised of the Third-Annual *SEC Coaches Beach Volleyball Championships* and the *Collegiate Beach Volleyball Challenge*. Seven institutions from the Southeastern Conference will crown their third, unofficial beach champion, while other schools at the *Fiesta* will compete in the *Collegiate Beach Volleyball Challenge*.

Schools that have committed to play at the *Fiesta on Siesta Key*: (as of March 26, 2010)

Third-Annual SEC Coaches Beach Volleyball Championship

University of Alabama	Louisiana State University	University of South Carolina
University of Florida	Mississippi State University	University of Tennessee
University of Georgia		

Collegiate Beach Volleyball Challenge

Florida Gulf Coast University	Florida State University	State College of Florida
University of Central Florida	Florida Atlantic University	Savannah College of Art & Design
University of North Florida	University of Miami	Webber International University
University of South Florida	Stetson University University	
Jacksonville University	St. Petersburg College	

FIESTA ON SIESTA KEY ♦ SCHEDULE OF EVENTS (ALL TIMES EASTERN)

Friday, April 16, 2010

Team Practices: 12noon-5pm
Individual Team Practices: Times T.B.D.

Saturday, April 17, 2010

Fiesta on Siesta Key
Play begins at 10am