

FOR IMMEDIATE RELEASE
FIESTA ON SIESTA KEY
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SPALDING NAMED THE OFFICIAL BALL OF THE FIESTA ON SIESTA KEY

SIESTA KEY, Fla. – The Spalding “King of the Beach All-Weather” volleyball, has been chosen as the official ball sponsor of the Second-Annual *Fiesta on Siesta Key* sand volleyball event, it was announced Wednesday.

The Spalding “King of the Beach All-Weather” is designed for the highest level of competitive beach volleyball play. It is made from high-end composite leather using the 18-panel stitched construction characteristic that has made Spalding the most-respected ball on the beach.

“We’re enthused that we have partnered with Spalding,” Fiesta Co-Director David Carstenson said. “The student-athletes will be playing with the ball endorsed by Karch Kiraly, the King of the Beach himself.”

The Fiesta on Siesta Key, one of the largest collegiate volleyball events ever held, will take place April 17, 2010 in Siesta Key, Fla. For more information, please log on to www.fiestaonsiестаkey.com.

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