



FOR IMMEDIATE RELEASE

**Contact: Ian Cox
502-367-5186**

Ian.Cox@KyVenues.com

JVA World Challenge Expands: More Teams, Courts and Economic Impact

LOUISVILLE, Ky. (April 5, 2022) – Volleyball players from across the country will compete in the JVA World Challenge presented by Nike April 8-10 at the Kentucky Exposition Center and the Kentucky International Convention Center. Due to overwhelming demand, the tournament expanded to the downtown convention center for even more courts and competition. The three-day event will include more than 1000 teams, 130 courts and 4,600 matches. The tournament is expected to generate \$15 million of economic impact for the state.

“The expansion of the JVA World Challenge not only benefits the players, who have more opportunities to hone their skills, but also the businesses around the state that benefit from increased activity at both Kentucky Venues properties. We’re fortunate to have flexible venues that offer our clients room to grow and remain in Louisville,” said David S. Beck, President and CEO of Kentucky Venues.

The tournament is the mid-year championship for girls’ volleyball teams 12-18 years of age with teams traveling as far as 4,000 miles to compete at the event. Competition runs Friday and Saturday 8 a.m. – 9 p.m. and Sunday 8 a.m. – 6 p.m. Daily admission is \$10 for adults and \$7 for students and three-day passes are \$20 for adults and \$17 for students.

The Talent ID Camp will be held before the tournament on Thursday, April 7 from 2 p.m. – 7 p.m. This event will allow high school players to evaluate their skillset and build their recruiting profile.

Accompanying the talent camp and competition, there will be activities ranging from educational seminars to professional matches including:

- Volleyball League of America professional volleyball matches
- Free boys volleyball clinic
- Autograph signing with professional players
- Dig Pink Day on Saturday, April 9 to raise money for metastatic breast cancer research
- Seminars for parents
- Vendor showcase featuring uniforms, clothing, training aids and more

“We are beyond thrilled to host the JVA World Challenge again in Louisville! The City of Louisville and the CVB are great partners and provide an outstanding destination to host a junior volleyball event. We’re excited to offer another quality experience for all of the athletes, coaches, and spectators,” said Briana Schunze, the JVA Director of Marketing & Education.

The JVA Volleyball World Challenge is the only major fundraiser for the Junior Volleyball Association, a non-profit organization whose mission is to promote the growth of junior and youth volleyball through program development, education and events.

For more information, visit <http://www.jvaonline.org>.

###