



JVA Board and Allstate Sugar Bowl Committee Announce World Volleyball Challenge Sponsorship

NEW ORLEANS (July 9, 2009) – In a joint press release, the Junior Volleyball Association (JVA) Board of Directors and the Allstate Sugar Bowl Committee have announced a sponsorship for the 2010 Allstate Sugar Bowl JVA World Challenge in New Orleans over Easter 2010.

“We are pleased to partner with the JVA by sponsoring the 2010 Allstate Sugar Bowl World Volleyball Challenge,” said Paul Hoolahan, CEO of the Allstate Sugar Bowl. “This tournament fits neatly with the mission of the Sugar Bowl Committee in that it promotes New Orleans tourism by drawing hundreds of teams from across the United States and around the world to compete. We’re looking forward to participating in what promises to be a great event.”

The Allstate Sugar Bowl Committee is best known for its status as a leader in post season college football and for its efforts in hosting the Allstate Sugar Bowl and BCS National Championship games. Over the course of 75 years, the organization has built a tradition of excellence that is recognized by college football fans across the nation. However, the Sugar Bowl is more than just a football game – a whole lot more.

The work of the Sugar Bowl’s volunteer membership is evident in the many different sporting events the committee sponsors each year. In addition to holding a prominent position in post season college football, the Bowl also conducts competitions at both the prep and intercollegiate level in basketball, lacrosse, sailing, soccer, swimming, volleyball and track and field. All of these events introduce New Orleans’ unique flavor of hospitality to competitors and fans from around the world.

Furthermore, the Bowl is also heavily involved in supporting several other local organizations. In conducting its business, the Sugar Bowl sponsors the Greater New Orleans Sports Hall of Fame, the Manning Award, given to the nation’s most outstanding collegiate quarterback, and the New Orleans chapter of the National Football Foundation and College Hall of Fame.

“The goal of the JVA is to make the World Volleyball Challenge the premier junior event of the 2010 season,” said John Sample, President of the JVA Board of Directors. “Coming off an incredible end of year tournament in Louisville, we have set the bar extremely high. The Allstate Sugar Bowl partnership helps ensure that we continue to meet and exceed that bar.”

The tournament, which will take place April 2-4, 2010 in New Orleans, will be open to 15-to-18 year old junior teams with invitations going to 10 foreign teams to compete against the U.S. squads. For additional information, please go to the JVA Web site, www.jvavolleyball.org.