

MavRen Marketing & Productions

On-Air Talent/Marketing/Events/Sporting Events

**For Immediate Release
June 24, 2009**

Junior Volleyball Directors Association Contracts with Firm to Create Exciting Match Environment for Championship Matches

LOUISVILLE, Ky. – The Junior Volleyball Directors Association (JVDA) has contracted with Olympic experienced Production Firm MavRen Marketing from Atlanta to produce each of their 13 Championship Matches at the JVDA Championships, to take place from June 26 to June 30 at the Kentucky Expo Center and Freedom Hall.

“We are excited to have a company like MavRen working with us. Our goal is to create an environment for each player in the Championship Matches that will be memorable for them. We’re also going to have an Olympic style Medal Ceremony that will recognize all 4 of the top teams in each division,” said John Sample, JVDA Co-Founder and Board Member.

MavRen will provide Public Address Announcers, Music, Contests, and Prize Giveaways during each of the 13 Championship Matches. They will also produce the Medal Ceremony. MavRen’s Founder, Phil Bush, will act as Executive Producer of the event, and is working with Louisville based Memorable Celebrations to ensure that the Event comes off without a hitch. Bush has considerable experience in Events and Television- both Domestically and International. He was the Sports Producer for Indoor Volleyball at the 1996 Olympics in Atlanta. He has also done Television work around the US for FSN, ESPNU, CSS and ISP, as well handling World League Broadcasting duties for the International Volleyball Federation (FIVB) in such destinations as Serbia, Italy, Bulgaria, Poland, France, The Netherlands, and France.

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“Our Goal is to give each player the feeling that they are playing in the most important match in the world. Most Championship matches in Volleyball Tourneys don’t have any elements of Production, so we are really hoping that this one gives them an experience they won’t forget,” said Bush. “We also believe the Medal Ceremonies will provide a thrill for all 4 teams- getting their medals presented to them by one of the AVCA Officials, with music in the background, and being ‘on stage’ will really leave them with a good feeling from the JVDA Championships.”

The JVDA Championships kick off on Friday morning at the Kentucky Exposition Center. Championship matches will be held for the 17 and 18 Open Divisions on Monday night June 29 in Freedom Hall, and for other divisions starting at 10:00 a.m. on Tuesday June 30 at the Kentucky Exposition Center.

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