



## Boston Volleyball Festival Partners with Nike Volleyball, Athlete Performance Solutions

The Nike Boston Volleyball Festival, the only event in the country featuring junior girls, junior boys, and adult teams, is proud to announce a new partnership with Nike Volleyball and Athlete Performance Solutions (APS), its globally authorized distributor. Nike Volleyball will serve as Boston Volleyball Festival’s official title sponsor and official outfitter offering Nike Volleyball branded gear.

*“This is an extraordinary opportunity to continue the tremendous growth of volleyball in this region of the country with a globally recognized partner like Nike. Nike and APS will be offering high-quality products and a presence for our athletes to take pride in this event and the sport they love! We look forward to a great partnership and hope our attendees are just as pleased as we are,”* said AJ Joseph, President of JVC Tournaments.

The Nike brand will be present at the Nike Boston Volleyball Festival event and in a range of marketing activities. Nike will also develop, distribute, and sell a range of branded merchandise and event-specific products.

*“It is an honor for us to partner with NERVA and JVC to help enhance the experience of the athletes, coaches and families who will attend the Boston Volleyball Festival,”* said Eddie Brown, President of Athlete Performance Solutions. *“Through supporting this event, we look forward to the opportunity to seek insights from those who love volleyball to assist us in making products that help maximize the performance of volleyball athletes.”*

David Peixoto, the Commissioner of the New England Region Volleyball Association, says, *“In producing quality events such as the Nike Boston Volleyball Festival we rely on quality partnerships. We are proud to add Nike and APS as our partners for this event as they are at the top of the market and renowned for their quality. The Nike Boston Volleyball Festival has seen tremendous growth in our 6 years of existence, and we are confident that this partnership will continue to help us stay on that path.”*

The Nike Boston Volleyball Festival was the last large-scale event to take place at the BCEC pre-pandemic and will be their first large-scale event back in the city! Teams will compete May 21-23, 2021 at the Boston Convention and Exhibition Center. For more information, follow the Nike Boston Volleyball Festival on Instagram at [@bostonvbfestival](https://www.instagram.com/bostonvbfestival).

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### **About Athlete Performance Solutions**

Athlete Performance Solutions ([www.AthletePS.EU](http://www.AthletePS.EU) / [www.AthletePS.com](http://www.AthletePS.com)) is the globally authorized distributor for Nike in several sports including volleyball, rowing, field hockey, wrestling, boxing, weightlifting, and fencing. APS serves as the official distributor for Nike in Running and Track and Field; is an authorized distributor of Team Basketball in Russia and serves as a Nike distributor for the IIHF (International Ice Hockey Federation).

### **About New England Region Volleyball Association**

NERVA is one of 40 regions of USA Volleyball, the National Governing Body of volleyball. NERVA represents the States of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. The New England Region Volleyball Association aims to promote, develop, and expand volleyball opportunities in its Region and provide support and resources for players, coaches, officials, and leaders. NERVA strives to improve skills and enhance the enjoyment of the game while providing quality playing and tournament experiences for all its members.

### **About JVC Tournaments**

JVC Tournaments is a managing partner, contractor, and event owner for over 20 Club volleyball tournaments in the New England, Florida, and Southern Regions. JVC Tournaments offers everything from court rentals to running events from start to finish using the SportWrench platform. **YOU BRING YOUR GAME, WE RUN THE TOURNAMENT!**