



Daytona Beach 100 Partners with Nike Volleyball, Athlete Performance Solutions

The Daytona Beach 100, the premier indoor volleyball tournament of Daytona Beach, is proud to announce a new partnership with Nike Volleyball and Athlete Performance Solutions (APS), its globally authorized distributor. Nike Volleyball will serve as Daytona Beach 100's official title sponsor and official outfitter offering Nike Volleyball branded gear.

Held each year as the Race season begins in earnest, the Daytona Beach 100 offers teams and their families a wonderful experience on and off the court.

"With the Ocean Center and the large majority of our hotels located within one block of "The World's Most Famous Beach"! JVC is proud to partner with Nike and APS for Florida's largest 2-day volleyball tournament", proclaims AJ Joseph, President of JVC. "As both JVC and Nike/APS heavily value the entire athlete and family experience at events we look forward to taking the DB100 to the next level for our teams!"

The Nike brand will be present at the Daytona Beach 100 and in a range of marketing activities. Athlete Performance Solutions will also develop, distribute, and sell a range of Nike volleyball merchandise and event-specific products for the event.

"It is an honor for us to partner with JVC to help enhance the experience of the athletes, coaches and families who will attend the Daytona Beach 100," 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."

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

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!**