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VidaVibe

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Going Pro: Pura Vida Volleyball Rebrands as VidaVibe Celebrating the 10th Anniversary with Expansion into a Broader Market

ST. PETERSBURG, FL – Pura Vida Volleyball has announced on July 11, 2022, that it has rebranded to VidaVibe in conjunction with its 10th anniversary.

Pura Vida Volleyball is known as an established volleyball apparel and accessories company based out of St. Petersburg, Florida. The company has made a name for itself in the club sports market serving as the official merchandiser of many large indoor and beach volleyball tournaments throughout the U.S., as well as generating online sales through the business website year-round.

This year 2022, Pura Vida Volleyball had its best year to date and has continued with very strong sales throughout the 2021-2022 tournament season. VidaVibe has signed on as the official merchandiser with JVC Tournaments for 18 volleyball tournaments across the country through 2025. JVC Tournaments is the managing partner, contractor, and event owner of Club volleyball tournaments in the Florida, New England, and Southern Regions. "Jenn and her team have set the bar on quality, selection, and new inventory in their booth at our events. We are very excited and honored to extend our long-standing partnership during this new & exciting time for VidaVibe!" - *Jennifer Joseph, Vice President of JVC Tournaments.*

While volleyball will always be at the core of the business, feeding into the momentum to move onward and upward drove the decision to expand the product line to a broader market. The rebrand to the new name "VidaVibe" was sparked by this exciting



expansion. Adding to its classic volleyball collection, the latest inventory sports the brand new logo and designs for all lovers of an active, vibrant lifestyle.

"We're really looking forward to the future of our brand and what the next 10 years will bring. The team is excited to get creative and really embrace the core of VidaVibe – living passionately and inspiring those around us to make the most of their lives, through whatever activities they love to do." – *Jenn Cibrone, Owner & Founder of VidaVibe*

About VidaVibe

VidaVibe is an apparel brand designed for active participants of life - the players, the creators, the dreamers, the doers – all those that choose to live every day to the fullest, show up with a positive attitude, and dream about their next adventure. Our tribe embraces a coastal state of mind, no matter where they reside. **To serve good vibes through inspiring apparel designed for lovers of a vibrant lifestyle. To learn more, visit vidavibe.com.**