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ASICS World Series of Beach Volleyball Set for Long Beach Return August 18-23; World's Best To Compete in Final U.S. Qualifier For Rio 2016 Olympic Games

- *Popular Sports Lifestyle Event to be Broadcast on NBC*
- *Adam Lambert and American Authors to Headline Event Music Festival Produced In Partnership with iHeart Radio*
- *Actor Josh Hutcherson to Host Celebrity Charity Match*

LONG BEACH, Calif. (July 22, 2015) – The [ASICS World Series of Beach Volleyball](#) (AWSOBV) is set to make its highly-anticipated return to Long Beach, California, this August 18-23, with more than 128 of the world's top beach volleyball players competing in the final U.S. qualifying event before the Rio 2016 Olympic Games. The elite sports competition, which will also feature a multi-day music festival headlined by [Adam Lambert](#) and [American Authors](#), is a true celebration of beach culture.

Now in its third year, the ASICS World Series of Beach Volleyball is an official FIVB Grand Slam event and the largest beach volleyball event in the world outside of the Olympic Games. It showcases the sport's top stars, including three-time Olympic gold medalist and three-time World Champion Kerri Walsh Jennings, silver medalist April Ross and gold medalist Phil Dalhausser. General admission to the event is free, and more than 50,000 people attended in 2014, marking a 42 percent increase over the event's inaugural year in 2013.

"We are thrilled to be hosting the world's best beach volleyball athletes at the third-annual ASICS World Series of Beach Volleyball," said Leonard Armato, Founder and CEO of the ASICS World Series of Beach Volleyball. "This year's event will be bigger and better than ever, serving as the final U.S. Olympic qualifier and the gateway to the Rio Games for the sport's top athletes. It will not only be televised by our broadcast partner NBC Sports, but also celebrate beach culture with a multi-day music festival and an open competition for the public."

The 2015 event will receive 14 hours of broadcast coverage, highlighted by three hours of live coverage on NBC on Saturday, August 22 and Sunday, August 23. NBCSN will broadcast four hours of competition while Universal Sports Network is scheduled for seven hours. The ASICS World Series of Beach Volleyball also will be broadcast globally in more than 120 countries.

Robust Sponsor Support

[ASICS](#) returns as title sponsor of the event, and is also a proud sponsor of Kerri Walsh Jennings, who is aiming to compete for a record fourth gold medal in Rio.

"ASICS has a rich history in volleyball, having provided support to athletes and events at all levels of the sport for years," said Kevin Wulff, ASICS America Corporation President and CEO. "As a Southern-California-based brand, we really love the fun beach lifestyle element the team has brought to this elite competition. It's a one-of-a-kind event for spectators, and one that will feature added drama this year, as the top athletes compete to earn their spot in Rio next year."

New to the event this year, sponsor TrueCar has signed a multi-year deal as the event's new stadium naming rights partner, a first for a non-permanent stadium. Additional event sponsors include MGM Resorts, Barefoot Wine, John Paul Mitchell Systems, Bud Light, iHeart Radio, Jaybird, Target, JetBlue and Mikasa. Horizon Media also signed on as a partner of the event to expand and engage audiences through content and event production.

Fans in attendance will also be able to capture and share their experience with friends and family through Snapchat, which will produce dedicated content for the ASICS World Series of Beach Volleyball on Saturday, August 22.

Adam Lambert and American Authors Headline Live Music Festival

Warner Bros. recording artist Adam Lambert, is a multiple-platinum selling singer/songwriter and performer. Having just released his newest album, *THE ORIGINAL HIGH* to rave reviews, Lambert will headline a multi-day music festival produced in partnership with iHeart Radio. Best known for his soaring voice and unique blend of theatrical flair and glam-rock sensibilities, Lambert has performed in front of sold out crowds worldwide as both a solo artist and with legendary rock group Queen. He has received numerous awards and nominations, including a Grammy Award nomination for Best Male Pop Vocal Performance in 2011 and an Honorary GLAAD Media Award in 2013. His new single, "Ghost Town," is currently climbing the charts.

Daily performances from a variety of musical artists will begin Friday, August 21, and continue with Lambert's and American Authors' headlining performances during an evening concert on Saturday, August 22.

The Brooklyn-based band American Authors, known for its popular singles "Best Day of my Life" and "Believer" from its debut album *Oh, What a Life*, will also headline with a featured set on Saturday evening. The Miami-bred band Heymous Molly – owners of the very event-appropriate summer anthem, "Life's A Beach" – will open at 5 p.m., followed by sets from Holy Child, Radical Something, Haley Orrantia, Bahari, Danny Mercer and The Mowglis.

Lambert, American Authors and Radical Something also will provide musical entertainment between matches beginning at 1 p.m. on Saturday.

Josh Hutcherson Ready to Set, Pass, Give Back

Josh Hutcherson, star of "The Hunger Games" film series, will host this year's Celebrity Charity Match on August 23 to benefit [Straight But Not Narrow](#) (SBNN). Founded in 2011, Straight But Not Narrow focuses on straight youth & young adults, and strives to positively influence the perception of, and behavior toward their LGBT peers. Through the help of celebrities and young influencers, SBNN has quickly become a leading ally organization.

"I'm really excited about partnering with the World Series of Beach Volleyball this year to host a charity volleyball game for Straight But Not Narrow," Hutcherson said. "Some sun, sand, music, and sports...the perfect combo, and all for a good cause. There have been a lot of great things happening recently for the LGBT community, but there's still a lot to do."

Fans can meet Hutcherson, an official SBNN Ambassador, by purchasing tickets for a special Breakfast Meet-And-Greet immediately before the Celebrity Charity Match. A limited number of tickets can be purchased at www.joshhutchersonvolleyball.com.

Beach Volleyball for All

While professional beach volleyball superstars will take center stage at the ASICS World Series of Beach Volleyball, players of all skill levels and ages have the opportunity to compete in co-ed and

single gender four and six-man, youth, and collegiate tournaments throughout the week. Active participants interested in registering or learning more about the open divisions can visit wsobv.com.

With free general admission for fans every day of the event, it's a perfect opportunity for families and young volleyball fans to see some of their favorite players up-close. Additionally, a limited number of premium tickets are available for \$50 per day. Located along the sand at stadium court, these preferred seats will offer the best viewing for all the action. Private corporate suites and enhanced hospitality options are also available.

To learn more and/or purchase premium seating, visit www.wsobv.com/tickets.

For more information on the 2015 ASICS World Series of Beach Volleyball, please visit wsobv.com. You can also find us on [Twitter](#), [Instagram](#), [Facebook](#), and [YouTube](#).

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