

FOR IMMEDIATE RELEASE

**WESTGATE WILL HOST USA'S FIRST-EVER HEAD-TO-HEAD AVP
INTERNATIONAL BEACH VOLLEYBALL TOURNAMENT SEPTEMBER 25-27**

*Brazil Formally Accepted Challenge to Compete in Glendale
for Worldwide Bragging Rights*

(GLENDALE, Ariz., Sept. 10, 2009) – Brazilian beach volleyball players have now officially accepted the challenge put forth by the U.S. [AVP](#) Pro Beach Volleyball (AVP) to determine which country reigns supreme on the sand. This acceptance secures the stage for the “AVP World Challenge: USA vs. Brazil presented by Sanderson Ford,” to be played September 25-27 at [Westgate City Center](#) in Glendale, Ariz.

“This is a groundbreaking event – the AVP’s first-ever head-to-head international tournament to be played in the U.S.,” said Jason Hodell, AVP CEO. “And the fact that our athletes are taking on Brazil opens the door for incredibly exciting match play. The two countries are home to gold, silver and bronze gold medalists, as well as world champions.”

The World Challenge will feature the top four men’s and top four women’s teams from both the USA and Brazil, paving the way for a potential Olympic-caliber re-match of the 2008 Beijing games where the USA’s Todd Rogers and Phil Dalhausser battled the Brazilians for the Gold. Two-time Olympic gold medalist Kerri Walsh is also slated to be part of the Team USA delegation. The remaining top teams will be determined by regular-season match play.

“Westgate jumped at the opportunity to host the world’s best of the best in professional beach volleyball,” said Dave Groff, President, Westgate Sports and Entertainment. “A professional sporting event of this caliber adds to the already exciting sports and entertainment weekend planned at Westgate with both Coyotes and Cardinals home games and Miley Cyrus in the Arena.”

The three days of AVP tournament play will feature round robin pool play with scoring resembling the Ryder Cup; each team from the US will play each Brazilian team in their respective gender pools. In total, there will be 36 matches (18 per gender) with the tournament championship gold and bronze-medal matches Sunday:

- Friday Day, September 25 - (10 matches): 8:00 am to 1:30 pm
- Friday Night, September 25 – (Six matches): 4:30 pm to 10:30 pm
- Saturday Day, September 26 – (10 matches): 8:00 am to 1:30 pm
- Saturday Night, September 26 – (Six matches): 4:30 pm to 10:30 pm
- Sunday Day, September 27 – (Four matches): 9:00 am to 2:00 pm

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Winners of each individual match win \$2,500.00 In addition to an individual winner, a winning country will be determined based on a point system. Also similar to the Ryder Cup, each match will be given a point value; the first country to 25 points will also win a \$15,000.00 country bonus.

Tournament tickets range in price from \$10 to multiple-day packages and VIP suites. They can be purchased at www.westgatecitycenter.com or www.ticketmaster.com:

- **\$60 Front Row Courtside:** First row, open seating
- **\$60 AVP Club:** Elevated shaded area, light food and limited beverage included
- **\$30 Courtside:** Rows 2-6, open seating
- **\$20 General Admission:** open seating
- **\$15 Military Discount (general admission):** No assigned seat. Must present valid ID
- **\$10 Student (general admission):** With valid ID
- **\$150 All Session Pass/Front Row:** First row, open seating
- **\$75 All Session Pass/Courtside:** Rows 2-6, open seating
- **\$40 All Session Pass (general admission):** General admission ticket to each session each day

Fans will also enjoy an international flair with Brazilian merchandise and entertainment, player parties and autograph-signing opportunities. *944* magazine will also host its annual pool party at the on-site Renaissance Hotel.

For additional tournament information, visit www.westgatecitycenter.com or www.avp.com.

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