



Junior Volleyball Directors Association (JVDA) and the Amateur Athletic Union (AAU) Announce Strategic Partnership

LEXINGTON, Ky. and LAKE BUENA VISTA, Fla. (April 30, 2009) - The Junior Volleyball Directors Association (JVDA) and the Amateur Athletic Union (AAU) today announced a strategic partnership beginning with the 2010 junior volleyball season. As part of the partnership, the JVDA will sanction the 2010 AAU Championships as the official year-end event for all JVDA teams. The JVDA and AAU will collaborate on additional programs throughout the year focused on the common goals of expanding youth participation while continuing to reduce costs.

"Life has a way of bringing opportunities at exactly the time new avenues are needed. The AAU organization has always been associated with growth in youth sports and provides a vast amount of support for organizations whose focus is growing youth sports. JVDA is proud to announce a partnership with AAU for 2010 events that can positively affect the growth of junior volleyball. Bringing together existing AAU club members and JVDA members to participate in quality tournaments around the country will help ensure the JVDA continues to meet our goals. We are excited not only about the 2010 opportunities but the whole package of benefits that AAU brings to our Association for the future."

John Sample, President JVDA

The Amateur Athletic Union (AAU) is one of the largest, non-profit, volunteer, sports organizations in the United States. A multi-sport organization, the AAU is dedicated exclusively to the promotion and development of amateur sports and physical fitness programs. Last year's AAU Volleyball National Championships included over 600 teams competing for National Championships in eight age groups from U10-U18.

The AAU was founded in 1888 to establish standards and uniformity in amateur sport. During its early years the AAU served as a leader in international sport representing the U.S. in the international sports federations. The AAU worked closely with the Olympic movement to prepare athletes for the Olympic Games. After the Amateur Sports Act of 1978, the AAU has focused its efforts into providing sports programs for all participants of all ages beginning at the grass roots level. The philosophy of "Sports for All, Forever," is shared by over 500,000 participants and over 50,000 volunteers. The AAU is divided into 56 distinct Districts. These Districts annually sanction more than 34 sports programs, 250 national championships, and over 30,000 age division events.

"The AAU is excited to partner with the JVDA on new events that will provide additional opportunities for AAU members to participate in quality volleyball tournaments as well as introduce the AAU to new clubs. We look forward to a great relationship that will have a positive impact on the growth of junior volleyball."

Dr. Roger Goudy, AAU National Volleyball Chairman



The JVDA secured and began working with numerous partners in the past year, beginning with the 2008 and 2009 JVDA Championships in Louisville, Kentucky and continuing with exciting competition in 2010. The growing list of partners that includes AVCA, Mizuno, Molten, NetLynx, MaxxAthlete and MavRen Marketing & Productions will help the JVDA continue progressing toward our goals.

Watch for additional announcements in the near future about exciting events for 2010 including a full tournament schedule, exciting new competition formats, the inaugural end of season convention for all JVDA members as well as continuing to share best practices and expand the JVDA "VolleyTots" programs for younger players. The JVDA continues to work on programs that adhere to the goals of the organization by requiring less travel, lowering club costs and providing players with more time off.

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