

Another bumper Beach Volleyball season in store as FIVB 2010 calendar is confirmed

Lausanne, Switzerland, December 22, 2008 – The Fédération Internationale de Volleyball (FIVB) is pleased to announce the confirmation of the Beach Volleyball calendar for 2010 including a ground breaking edition of the SWATCH FIVB World Tour, which will feature six Grand Slam events for the second time in its history.

With total prize money of \$7.02 million on offer, the 2010 SWATCH FIVB World Tour will include 16 women's events and 14 men's tournaments including Grand Slams offering \$600,000 prize money and bonus pool in Russia, Norway, Switzerland, Austria, Poland and a new Grand Slam in Rome, Italy – the venue for the 2011 SWATCH FIVB World Championships. The only other time six Grand Slams featured in one season was in 2008. The events in Italy and Poland have been upgraded from an Open to a Grand Slam.

The 2010 calendar will have its opening tournament being a double gender Open in Brazilia, Brazil from April 19-25 before the first Grand Slam takes place from May 17-23 in Rome, Italy. There is a possibility of an additional event in Cancun being added to the calendar in the forthcoming weeks. All other events are fully confirmed in 2010 as well as in the build up towards the Olympic Games in 2012.

"The FIVB has developed the latest calendar in order to ensure the best symmetry with continental and national tours throughout the world," President of the Beach Volleyball Commission Dr. Ary Graça said. "In fact, apart for the month of August, all remaining months in the calendar will have at least one free week to accommodate the continental and national activities. We hope that now, FIVB confederations and federations will cease this great opportunity, exploiting the potential that Beach Volleyball can offer to all of them, by involving more teams and the best partners which will help increase the overall Beach Volleyball audience. This will also help to further boost the SWATCH FIVB World Tour as well."

Dr Graça continued: "I believe that the calendar should have no more than 34 events in order to increase the tremendous value of this thriving property and create a positive competition among the organizers and interested promoters".

Mr. Vincente Araujo, the secretary of the SWATCH FIVB World Tour Council, stated: "Our goal will be to introduce special projects via the SWATCH FIVB World Tour in countries having a strategic meaning for the FIVB. This will also create better event distribution across all continents."

Other significant changes to the Beach Volleyball calendar see the return of the Men's Czech Republic Open, after missing last year due to the financial crisis and the introduction of a new development initiative called Beach Volleyball Around the World, which is directed towards amateur players participating at the venues of SWATCH FIVB World Tour events, offering a package to fans to follow an endless summer, enjoy the beautiful SWATCH FIVB World Tour venues and to experience Beach Volleyball.

Meanwhile, the successful television distribution and production partnership between the FIVB and IMG Sports Media, which made its debut last year, will see the global sport's marketing giant continue to exclusively distribute all media rights for the 2010 SWATCH FIVB World Tour. While the next generation of Beach Volleyball stars will also be busy in 2010 with the SWATCH FIVB Junior World Championships in Alanya, Turkey from September 15-19 and the SWATCH FIVB Youth World Championships in Oporto, Portugal from July 21-25, 2010.

The FIVB also confirmed that a new fidelity program will be in place, further rewarding athlete participation on the SWATCH FIVB World Tour while a new Mikasa ball, the VLS 300, will be used, after being introduced at the Sanya Open in China in November.

SWATCH FIVB World Tour 2010 calendar

**TOTAL PRIZE MONEY and BONUS POOL= US\$ 7,020,000
WOMEN'S CALENDAR**

	DATES	COUNTRY	EVENT	PRIZE MONEY	BONUS POOL
1	April 19-24	Brazilia, Brazil	Open	US\$110,000	US\$80,000
2	May 4-9	Shanghai, China	Open	US\$110,000	US\$80,000
3	May 17-22	Rome, Italy	Grand Slam	US\$160,000	US\$140,000
4	May 25-30	Seoul, Korea	Open	US\$110,000	US\$80,000
5	June 7- 13	Moscow, Russia	Grand Slam	US\$160,000	US\$140,000
6	June 28 – July 3	Stavanger, Norway	Grand Slam	US\$160,000	US\$140,000
7	July 5-10	Gstaad, Switzerland	Grand Slam	US\$160,000	US\$140,000
8	July 19-24	Marseille, France	Open	US\$110,000	US\$80,000
9	July 26-July 31	Klagenfurt, Austria	Grand Slam	US\$160,000	US\$140,000
10	August 2-7	Stare Jablonki, Poland	Grand Slam	US\$160,000	US\$140,000
11	August 9-14	Kristiansand, Norway	Open	US\$110,000	US\$80,000
12	August 16-21	Aland, Finland	Open	US\$110,000	US\$80,000
13	August 23-28	The Hague, Netherlands	Open	US\$110,000	US\$80,000
14	*September 7-12	Barcelona, Spain	Open	US\$110,000	US\$80,000
15	**October 26-31	Sanya, China	Open	US\$110,000	US\$80,000
16	November 2-7	Phuket, Thailand	Open	US\$110,000	US\$80,000
TOTAL				US\$ 2'060'000	US\$ 1'640'000
<u>MEN'S CALENDAR</u>					
	DATES	COUNTRY	EVENT	PRIZE MONEY	BONUS POOL
1	April 20-25	Brazilia, Brazil	Open	US\$110,000	US\$80,000
2	May 3-8	Shanghai, China	Open	US\$110,000	US\$80,000
3	May 18-23	Rome, Italy	Grand Slam	US\$160,000	US\$140,000
4	May 25 –30	Myslowice, Poland	Open	US\$110,000	US\$80,000
5	June 8- June 14	Moscow, Russia	Grand Slam	US\$160,000	US\$140,000
6	June 15 –20	Prague, Czech Republic	Open	US\$110,000	US\$80,000
7	June 29 – July 4	Stavanger, Norway	Grand Slam	US\$160,000	US\$140,000
8	July 6-11	Gstaad, Switzerland	Grand Slam	US\$160,000	US\$140,000
9	July 20-25	Marseille, France	Open	US\$110,000	US\$80,000
10	July 27-August 1	Klagenfurt, Austria	Grand Slam	US\$160,000	US\$140,000
11	August 3-8	Stare Jablonki, Poland	Grand Slam	US\$160,000	US\$140,000
12	August 10-15	Kristiansand, Norway	Open	US\$110,000	US\$80,000
13	August 17-22	Aland, Finland	Open	US\$110,000	US\$80,000
14	August 25-30	The Hague, Netherlands	Open	US\$110,000	US\$80,000
TOTAL				US\$ 1'840'000	US\$ 1'480'000

16 Women's events / 14 Men's events Including 6 Grand Slams
Note: * Events to be confirmed; **Location & date to be confirmed

Total Prize Money: USD 3'900'000

Total Bonus Pool: USD 3'120'000

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About the FIVB - The FIVB is the governing body responsible for all forms of Volleyball on a global level. Working closely with National Federations and private enterprises the FIVB promotes Volleyball competitions and development activities as entertainment and promotional factors for the enjoyment of spectators and participants while satisfying sponsors' needs. It aims to develop Volleyball as a major world media and entertainment sport through world-class planning and organisation of competitions, marketing and promotional activities. The FIVB is part of the Olympic Movement, contributing to the success of the Olympic Games.