



## Media Release

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### **K1 Expands Spikefest Outdoor Volleyball Regionally into Austin and Houston**

Arlington, TX – K1 International, LLC. an event management and production company based in Arlington, TX operating in year two after its acquisition of the Spikefest Event Property has expanded into two additional markets regionally with four stops now in Austin and Houston. Both the new stops on this summer's tour along with the flagship event in Dallas were huge successes. K1 brought on board tour sponsors 24 Hour Fitness, Academy Sports + Outdoors, Spalding, Aruba Sport Sunglasses, and the Round Rock CVB to help make it all possible.

SpikeFest is the largest 3on3 and 5on5 amateur grass volleyball festival style tournament in the USA. SpikeFest, finishing its 18<sup>th</sup> year in the Dallas market has seen continual growth throughout its tenure. Recent combined player/spectator numbers have seen 8,000-10,000+ during just one weekend of volleyball madness. This year's series of events were held on July 12-13 at Dyess Park in Houston, July 19-20 at Old Settlers Park in Round Rock, and on August 2-3 at the Five Star Complex in The Colony in the DFW area.

SpikeFest will now be looking towards 2009 and beyond and will be looking to add additional markets on its way to its ultimate goal of a 15-20 city national tour. Organizations or agencies with clients who may be interested in the SpikeFest Tour should contact Mike Kruizinga.