



SOUTHEAST KICKBALL FEST

Nations Largest Adult Kickball Tournament

Thousands of co-ed, adult kickballers from across the United States will gather this July in Atlanta, GA to compete in a double-elimination adult kickball tournament, mingle amongst the event parties and have the chance to be crowned champion and boast the "Southern Cup".

Atlanta (May 5, 2010)-

Players have been asking for it and now they receive it – the nation's largest open adult kickball tournament. 128 teams and more than 1,850 players from the Southeast and across the United States will converge on Atlanta, GA to square off in 2-day tournament for the right to own the 2010 "Southern Cup". The tournament weekend is July 30th-August 1st with games played that Saturday and Sunday.

THE TOURNAMENT

The tournament is a double-elimination event and will be *held at Georgia Tech's recreational turf fields and historic Piedmont Park's Active Oval fields in Midtown Atlanta*. 16 hard fought games will be played each hour across the 2 locations from 8a-9p Saturday and 9a-3p Sunday. There will be a **total of 274 kickball games played** including both the Winners and Losers brackets before the champion is crowned. To spice up the excitement, DJ's will be mixing tunes at the fields all day during games.

A co-producer of the *Southeast Kickball Fest* and Managing Partner of *GOkickball LLC*, **Jeff Kassen**, comments that "the *Southeast Kickball Fest* provides an active event for the relaxed sportsman who sees the experience of competition and fun as going hand-in-hand. The event embodies the enjoyment of competition and fun by mixing the popular adult kickball sport with the vibrant nightlife that Atlanta, GA so richly offers. We are excited for the event itself and for the many participants who will meet new friends and take away some great memories."

The event offers several awards ranging from competitive to fun, social prizes. Trophies and cash prizes will be awarded for the event's Team Champion (Southern Cup trophy and \$1,500), Team Runner-up (plaque and \$750) and 3rd place (plaque and \$350). There will also be plaques and gift certificates given away for the MVP and 12 social awards, including such categories as the most outgoing team, the best dressed team, the longest yard team (team who traveled the farthest), most spirited team, first team eliminated, among many others.

THE FEST

The *Southeast Kickball Fest* is centered around having a good time, meeting new people and playing recreational games of kickball. If you have not played kickball since the 4th grade or if you are a seasoned veteran, this tournament is for you. Beginners, experts and everyone in-between are more

than welcome to join - our only requirement is that you are at least 21 years of age and want to have a fun time.

The festive atmosphere of the event includes official tournament parties, events and hotel. The teams are staying at the *Regency Suites hotel in the heart of Midtown Atlanta*. The official team bar and Bier Gardens for the weekend is the *Prickly Pear Taqueria & Pie 950*, which is one block from the team hotel and are providing great discounts for all participants. The Friday evening "Welcome Party" kicks off the event at *Front Page News* in Midtown with the "After Party" at *Cosmo Lava lounge*. Saturday evening boasts the grand event – the "Southern Kick Ball" – which will be held at *Ri-Ra's Pub* in Midtown. Parties will have popular bands, DJ's and drink specials for participants to enjoy!

TOURNAMENT REGISTRATION

The *Southeast Kickball Fest* is an open, co-ed, adult kickball tournament in which any team is invited to play. The only requirement is that all players must be 21 years of age and older to participate. For more details and to register, visit the tournament website at www.southeastkickballfest.com.

Registration deadline is Wed, July 21st at 6p -- teams are encouraged to register early as once capacity is reached registration will close.

KICKBALL: THE SPORT

Kickball was originally called "Kick Baseball" and was invented around 1917 by Nicholas C. Seuss, Supervisor of Cincinnati Park Playgrounds in Cincinnati, Ohio. Circa 1920-1921, "Kick Ball" was used by physical education teachers in Public Schools to teach young boys and girls the basics of baseball.

Co-ed, adult kickball leagues now operate throughout the United States and Canada, offering an alternative to the competitive adult softball, volleyball and soccer leagues.

Tournament Event Website: www.southeastkickballfest.com

Sports Organization Sponsor/Producer: GOkickball, LLC (www.gokickball.com)

Media & Sponsor Info Contact: Jonathan Colon, Event Producer, jcolon@trendsetinproductions.com or 404.841.8335