



2024 NORTH AMERICAN SAND SOCCER CHAMPIONSHIPS

PRESENTED BY ATLANTIC UNION BANK

June 7-9, 2024, Virginia Beach, Virginia

Date: June 3rd, 2024

MEDIA RELEASE

Contacts:

- Lauren Bland, HRSC Executive Director
 - Lauren.Bland@sandsoccer.com
- Matt Whalen, NASSC Operations and U.S. Open Director
 - Matt.Whalen@sandsoccer.com

Stadium Location: Between 28th-29th Streets on the beach (2809 Atlantic Ave)

Event Map: <https://www.sandsoccer.com/fields-map>

Volunteers: <https://www.sandsoccer.com/volunteer>

The 30th Anniversary of the North American Sand Soccer Championships (NASSC) presented by Atlantic Union Bank is celebrating its 30th Anniversary June 7-9 at the Virginia Beach Oceanfront. Over 800 amateur and professional sand soccer teams (including Under-8 to Over-50 divisions) will be competing this year. The event will span from 6th street - 33rd street (almost 2 miles) bringing an estimated 100,000 attendees to our beautiful boardwalk during the 3-day festival. Of these 100,000 attendees, 77 percent live outside of Virginia Beach and generate between 8,500 - 11,000 hotel room nights for the weekend. The festival weekend is estimated to bring in nearly \$14 million in economic impact for the City of Virginia Beach and was featured on the cover of Sports Destination Magazine as a “Champion of Economic Impact” for large markets in 2023.

Lauren Bland, NASSC Executive Director, shared: “We are excited to welcome thousands of families and friends to the Virginia Beach Oceanfront for our 30th Anniversary. The vibe at the oceanfront is upbeat, friendly and like the world's largest soccer reunion. Our participants have asked for more festival entertainment and we are excited to deliver a vendor village, nightly entertainment, and enhanced beverage options next to our stadium.”

The United States (U.S.) Open draws professional men and women beach soccer players from around the country and internationally. Elite players from Canada, Peru, El Salvador, and right here in our back yard will be competing for a cash prize. NASSC has become a breeding ground for local talent to go on and represent the United States on the U.S. National Beach Soccer Team. Chris Albiston and Austin Collier are two local stars who competed for the U.S. in the most recent FIFA Beach Soccer World Cup in Dubai. Matt Whalen, U.S. Open Director, shares: "We are proud to host another edition of NASSC's flagship professional division, the U. S. Open. Both men's and women's brackets are our most competitive in our event's 30-year history and will surely showcase the best beach soccer our planet has to offer."

30th Anniversary Festival Entertainment:

- An interactive vendor village with over 60 vendors displays such as:
 - Walmart, Chicho's, Tesla, Ready, Sand Soccer Gear, Fishtails, Tropical Smoothie, Fuddruckers, and more!
- Beer Tent and Crush Bar overlooking the U.S. Open Stadium
 - Sandy Sidekick - the official NASSC Collaboration Beer with Pretty Ugly Distribution sold (stadium and select oceanfront restaurants)
 - Partnering with: FishTails, ShoreBreak Pizza and Pretty Ugly Distribution
- Sidekick sports:
 - Beach Flag Football, Beach Volleyball, and Beach Kickball
- U.S. Open Championships (Men's & Women's)
 - June 7-9 at 28th Street Stadium
 - U.S. Open games 'under the lights' on Friday and Saturday night

Since its inception in 1994, this huge charity event has attracted soccer families who are amazed at the sandblasting action of this rapidly expanding global sport. The competition is 5v5 on 65+ sand fields stretched over 25 seaside blocks. The high endurance sport is much like ice hockey or lacrosse, with frequent on-the-fly substitutions and dazzling goals. To setup, operate, and tear down this mega event, NASSC solicits the help of 2,400 volunteer hours from the local community.

The NASSC is produced by the Hampton Roads Soccer Council (HRSC), a 501c3 non-profit organization. Proceeds from NASSC go towards continuously developing its privately operated 75 acre Hampton Roads Soccer Complex in Virginia Beach. The complex has 2 turf fields with lights and 24 bermuda grass fields. HRSC hosts over 30 user groups and events 324 out of 365 days a year. The complex can see anywhere from 15,000-20,000 patrons in a weekend and over 750,000 a year.

NASSC is open to the public at no charge.

For more information, please visit: www.sandsoccer.com or call 757-368-4600

- Facebook - <https://www.facebook.com/NASSC.HRSC>
- Event Photos - <https://www.sandsoccer.com/photo-gallery>

-- END --