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Beach Soccer Jam

Press Release

Beach Soccer Jam Announcement April 25th & April 26th, 2009 at Fiesta Island

Beach Soccer Jam is proud to announce ...

San Diego, CA, October 22, 2008:

San Diego. Are you ready to Jam?

Yes, Beach Soccer Jam!!

On April 26, 2009, the first Beach Soccer Jam tournament will take place in San Diego, California on Fiesta Island, home of over the line tournament. That is exactly what we envision for the future, an event as big and popular as Over the Line with tens of thousands of participants from youths to adults to co-ed, men's and women's divisions and yes, even military. Something for everyone that loves soccer.

Co-Directors Raffi Ruotolo, Anthony Farace and Rick La Salle are extremely excited when asked about Beach Soccer Jam. After all, both Raffi and Anthony were members of the US Beach Soccer National Team that started back in 1993 and took part in the Pro Beach Tour, helping promote the game around the world.

Beach Soccer today is a FIFA recognized and sanctioned sport. Raffi's dream was to have a local tournament in San Diego, but the facilities were not available at the time. We have now the largest facility to be able to put the type of tournament that we envisioned. We want our tournament to be the largest in the United States and perhaps the largest Beach Soccer Tournament in the world.

Fiesta Island will give us the opportunity to create and grow such a wonderful event due to the amount of space where we can put all the required fields. We can literally put 50 to 75 fields on Fiesta Island. The location itself is in beautiful Mission Bay and sits right across the bay from Sea World. The sky is the limit here, you just need to use your imagination and make happen.

Raffi is not new at such types of events, as he has been running youth soccer tournaments for the last 14 years and is the director of one of the largest tournaments on grass (San Diego Pegasus Cup) in the US with over 400 teams attending from all over the States and International teams from Canada, Europe and Mexico. He is also with co-director Anthony the founder of STS Soccer Tournament Specialists, a planning and management company that specializes in the total production, organization

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and coordination of various soccer tournaments in Southern California. Soccer is our life, we are very passionate about the sport and it is what we do every day.

You have to be very passionate, Raffi advises, in order to effectively run as many events as we do. It is not an easy task, but with the right attitude and the right team, you can actually have lots of fun. This is exactly what we want Beach Soccer Jam to be ..., lots of fun for everyone that attends. We want the participants to come out and leave our event with profound memories, not just in terms of competition, but with an atmosphere that we will be creating at Fiesta Island.

The event will have a Fun Zone with various activities throughout the day. For our inaugural event, we have partnered with various professional soccer organizations which will be present on April 26, 2009.