



Queensland Volleyball Assn.
 Sport House, Suite 2.12
 150 Caxton Street, Milton Qld 4064
 Ph: (07) 3367 1991
 E: am@gva.org.au
www.qva.org.au
 ABN 45 476 392 018
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MEDIA RELEASE

Donut King - King and Queen of the Beach



64 of Australia’s top athletes will battle it out on the golden sand of Surfers Paradise for the titles of Donut King, King and Queen of the Beach this weekend April 22-24.

The headline Beach Volleyball tournament is a round of the Vodafone Qld Beach Volleyball tour and will be complimented this weekend by the Northern University Championship – Gold Coast Challenge.

The unique King of the Beach format sees rivals become teammates and regular team mates become rivals in their quest to be recognised as the best individual player on the Vodafone Queensland Beach Volleyball Tour. Team play is out the window and it’s time to be selfish, partnerships are put on hold as the biggest individual honour on the tour is up for grabs.

The King of the Beach format sees individuals playing one set as a partner to each member of their pool. Points scored in each set are accumulated for individual players rather than teams. The players with the most points progress through the rounds, with lowest scoring individuals eliminated. Eliminations will continue until the final pools of four on Sunday will see a King and Queen crowned.

All the regular tour leaders including the Golds Coast’s Shanon Zunker (fresh from a win in last weeks event at Kawana Island) will be on display and it is sure to be a fun filled weekend of action. First games start at 6:30pm on Friday and continue through to Sunday afternoon.

Director of Marketing for Donut King, Ian Copeland commented, “It’s fantastic to be associated with such a unique event format. The whole concept of rivals becoming team mates, even for one set is sure to make things pretty interesting. Our parent company Retail Food Group is based on the Gold Coast and we will be making sure that the potential Donut King - Kings and Queens of the Beach and spectators alike keep their energy levels up with plenty of tasty fresh Donut King donuts.”

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“Beach Volleyball is a rapidly growing sport that is focussed on fun and excitement, the stars of these events provide inspiration for the players of the future. We are proud to be associated with such an exciting activity that encourages people to keep active.”

The Donut King sample van will be on site on Saturday and Sunday, so keep an eye out for the magic pink van at Surfers.

This weeks event marks a special occasion when the Vodafone Queensland’s Beach Volleyball stars will be joined on the Surfers sand by a range of university athletes playing Beach Volleyball, Beach Touch and Beach Ultimate Frisbee.

“This is the first time the events have occurred together and the combination of the different sports will really add to the atmosphere and make for a sensational entertainment spectacle for the public. We are really excited by the event and hope that it is the first of many partnership opportunities to come between ourselves and Australian University Sport,” said Mr Chris Edwards, General Manager of the Queensland Volleyball Association.

Daniel Tackenberg of Australian University Sport is excited by the new multi sport competition and looks forward to it becoming an annual feature event on the Gold Coast.

“Our cluster group of Gold Coast activities will cover 400 athletes, from 11 universities, playing at three venues across the Anzac Day long weekend. It will be a very big week for University Sport on the Gold Coast,” said Mr Tackenberg.

Photo opportunity - Friday April 22, 2pm Surfers Paradise Beach Volleyball Courts.

Players attending:

Shanon Zunker (current men’s tour point score leader)

Lauren McLeod (National Tour player and women’s tour players rep)

Louise Bawden (Former national indoor team member, recently re-located to the Gold Coast, and the regular playing partner of Lauren McLeod)

2 athletes from Griffith University Gold Coast

The Donut King King and Queen of the Beach in brief

Event: Vodafone QBVT Donut King - King and Queen of the Beach

Where: Surfers Paradise Beach – Gold Coast

When: Friday, Saturday, Sunday and Monday April 22-25, 2005

Hours Of Play: Friday 6-9pm Saturday 8am-9pm, Sunday 8am-3pm, Monday 8am-12noon(University Sport events only)

Contacts: Chris Edwards - General Manager QVA - 0413 044 547
Adam Pace - Tour Co-ordinator QVA - 0410 327 041
Toni Bush – Commercial Manager Australian University Sport 0403 182 089

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