

**17th ANNUAL NORTH AMERICAN
SAND SOCCER CHAMPIONSHIPS (NASSC)
including Men's pro/am "U.S. OPEN"**

SAND BLAST #5 PRE-FESTIVAL FINAL

MAY 25, 2010

Celebration time – C'mon! The **June 11-13, 17th annual North American Sand Soccer Championships (NASSC)** are about on us and 40,000 beach athletes and their fans will be enroute in just a couple of weeks. This last newsgram is being forwarded to the thousands of folks in our NASSC address book who have competed in previous tournaments, contacted us seeking registration information, or are sponsors and other friends around the planet of the world's premier amateur and pro/am beach soccer festival. **A seagull's eye view prior to hitting the sand....**

* **Headcount** – we're slammed again with 77 different skill and age group divisions – nearly 900 teams from 16 states and 9 countries = about 2,000 matches.

* **Schedules** – we be in the mail to all teams by Memorial Day and be posted on sandsoccer.com

* **Location on beach** - The expected **positioning** of divisions along the beachfront remains:

U 9-12	26 th -30 th sts	Adult/COED	21st-25 th sts
U 13-15	30 th -36 th sts	U.S. OPEN	26 th -27 th sts
U 16-19	17 th -22 nd sts		

"SideKick Venues":

Beach Wrestling	31 st -32 nd St (youth and adult)	
COED Football	16 th St (adult)	
Beach Lacrosse	36 th St (youth and adult)	
Beach "Cornhole"	15 th St (adult)	
Beach Volleyball	14 th St (adult)	NEW!

* **REGISTRATION** – should be easy, at the Va Beach Convention Center w/ lots of parking available. For both teams and sponsors, check out that 80 ft video wall and visit the **SSG setup** for gear, including **Vincere sand soccer socks – the SINGLE authorized official sand sock and the new American Beach Soccer official ball of the NASSC '10 games.**

***FACEBOOK** – NASSC is establishing a FaceBook account so join in to receive latest updates in between our SandBlast egram series...

***URGENT UPDATE:** The **new sand soccer balls** are arriving this week and are the best balls yet. Most have been purchased by pre-sale, but SSG has just purchased an additional 100 to satisfy heavy demand. Just send an email to noah@sandsoccergear.com and he will send you an order form. **SSG is also carrying the only authorized sand soccer sock at NASSC (Vincere),** which have sold out two years in a row, as "must haves"! Order as team = free shipping!

Our **Martin Screen Printing** agents will also have an early selection of our collector edition NASSC tees. Preordered tee-shirts and 125 pg festival programs will also be available for pickup on check-in. You won't want to go home without "**Feeding Frenzy**" in your kit!

* **FREE Kid's Clinic – 7 PM Friday** on the sand around 28th Sts. For **U9-U13** only, parents invited to observe. Up to 6 grids mentored by pro stars coming for the US OPEN national championships and NASSC '10 Guest Celebrity **Eddie Soto (USA National Beach Soccer Team Coach)**. Chance for kids to play a match against the Stars! Newly sponsored by our good friends at the **Hampton Roads Shipping Association**. Always a blast to start the festival.

* **NEW BEACH MOVIE NIGHT** – immediately following the Kid's Clinic. Papa Johns and other vendors will be there for a new under- the-stars high action soccer footage. Just bring a beach towel/chair, grab a "slice" and chill... Followed by... free fireworks display, weather permitting (Sat nite backup)

* **VENDORS** – a record number of over 40 vendors will be up on the Boardwalk again this year, after a wildly successful new location last year.

* **FIRST AID** – is plentiful at all NASSC satellite tent locals on the sand. **Sentara Sports Medicine CPR-certified trainers** will be on scene. Simple look for the large **RED wind waver banners attached to each tent** every few blocks. Other EMS resources may be on scene and please identify yourself as being with sand soccer, in contrast to a Boardwalk spectator.

* **FESTIVAL PROGRAMS** – They'll be available at registration and in the 9 satellite tents on the sand until supplies are exhausted. The "Bible" has all the rules, weekend agenda, history, 2010 teams, tons of action pix and personalities which have made NASSC what it is in the exploding world of beach soccer. **Sponsors and advertisers** may receive their complimentary copy at the NASSC HQ located seaside first floor in the Best Western Oceanfront at 29th St.

* **COACHES and MANAGERS Corner:**

- **players may compete on more than one team, and coaches may coach more than one team, but there is NO guarantee that matches will not overlap;** special scheduling consideration cannot be given due to the size of the event.

- **protests are not allowed** in NASSC, even if your parents hired a CNN news crew to videotape matches and Pres Obama is your coach! The refs "rule", and the schedule includes 2,000 matches with no free time for replays – for any reason.

- **be on time!** We have less than 15' between matches, due to hordes of players wanting to play VB sand soccer, and cannot afford to get backed up. **Parking** is always a huge challenge for those not in oceanfront hotels so give all plenty of time to get to your match, find a space and walk to the field in time to stretch out and settle in.

- **Support referee decisions.** 61 fields take lots of refs. Amateur Sand Soccer is played only over a single weekend per year in the USA, using conventional/outdoor soccer officials. As with any sport, sideline "screamers" only devalue our primary goal of simply "having fun". The entire Atlantic Ocean is just steps away... should one need to "cool down". Please ensure perfect sidelines manners. Any carded coach/parent must instantly depart the premises to chill out. ☺ ***Big and little ears. plus the media, are listening and looking...***

- **Please help us keep the beach CLEAN** throughout the festival! We'll again be the most "hydrated" tournament in existence with 50,000 plastic **Aquapods from Deer Park** water, and the empties need to end up in the trash cans/bins, along with all other junk. NASSC is a **"GREEN" festival!** There will be extra recycling receptacles along the Boardwalk on the sand, plus trash bags at the fields. Kindly ensure your team polices their field area before departing. Parent and military volunteers picking up trash over 20 blocks Sunday after midnite is not a fun thing...

- Try to **move around and enjoy the full spectacle of the festival.** There is a natural tendency to hunker down in the vicinity of "your" field and near your hotel and miss all the other fun stuff going on – the pro/am US OPEN, other age divisions, "SideKick" venues, retail sales tents, amusements, resort shopping, just to name a few. So... **"Move It.. Move It" !**

* **"U.S. OPEN" PRO/AM NATIONAL CHAMPIONSHIP** – the centerpiece of NASSC as regards beach soccer skills at their highest level. The OPEN includes ten international and national men's pro/am entries and this major cash division will be competed Friday-Sunday in the NASSC **Beach Stadium at 27th St.** The OPEN **national championship match will be held Sunday afternoon at 1:30 PM.** Among the entries will be members of the USA and other national beach soccer teams who will blow you away with their athleticism. You can't miss it!

2010 OPEN Gladiators

<i>Footvolley Florida</i>	<i>Ft Lauderdale, FL</i>	<i>Team Rio</i>	<i>Deerfield Beach, FL</i>
<i>HRSC Elite</i>	<i>Va Beach, VA</i>	<i>Team Pugg</i>	<i>San Francisco, CA</i>
<i>United FC</i>	<i>NoVa, Va Beach, VA</i>	<i>Montco Azzurri</i>	<i>Lansdale, PA</i>
<i>SoCal Beach FC</i>	<i>Santa Monica, CA</i>	<i>VB Internationals</i>	<i>Va Beach, VA</i>
<i>Team Canada</i>	<i>Missisaugua, CAN</i>	<i>Team Integrity</i>	<i>Va Beach, VA</i>

"USA vs. The World" Pro/am Exhibition featuring selected athletes from US OPEN teams who will entertain in the Stadium **Saturday evening at 7:30 PM** under the lights. A HUGE SUCCESS every year, it's expected to be a **goal scoring frenzy**, much like the NBA All Star game. A great way to end the first day of NASSC competition. **COME ROCK THE HOUSE!**

JUST IN! New attraction for all who love the back country! Call 757-480-1999 or visit **KayakNatureTours.net** in advance of arriving at NASSC to reserve spots with our Kayak Nature Tour during the Festival. See what else is amazing here beside the beach and sand soccer! Our fantastic Sponsor Team and festival staff, drawn from HRSC 's Virginia Beach Travel Soccer Travel (Beach FC/NYSL), the Virginia Rush Soccer Club and the Southeastern Virginia Women's Soccer Assn (SEVWSA) have worked yearlong to ensure NASSC #17 is the best edition yet.

GAME ON! SEA YA SOON!

Dick Whalen, NASSC Executive Director; for the entire 2010 festival staff