

For Immediate Release

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CEV and Mikasa extend partnership for another four years

Moscow, Russia, August 9, 2019. The CEV and Mikasa Corporation have extended their long-term partnership for another four years up until 2024, following a signing ceremony held on Friday late afternoon in Moscow, right at the iconic venue that is currently playing host to the 2019 edition of CEV EuroBeachVolley. The two organisations continue to work closely together to grow the game at all levels, as they both strive for innovation and work hard to modernise the sport.

The CEV have fostered a tremendous transformational journey of European Volleyball and its governance under the new leadership. Aleksandar Boričić and the President and CEO of Mikasa Corporation, Mr Yuji Saeki, signed the extension of the cooperation for another four-year term.

“We had very fruitful and productive negotiations with our long-term partners and friends at Mikasa, I am especially happy to see that we share the same vision and determination to grow the sport at all levels, from the grassroots to the top events, and this is where the extension of our partnership becomes especially important. Mikasa understand the virtuosity of this process and its benefits towards the further growth of Volleyball and I am pleased that they have accepted to support us for another four years, with an unprecedented level of commitment. The prolongation of the partnership truly shows that we are one Volleyball team, sharing the same goals and vision.”

Mr Aleksandar Boričić – CEV President

“Mikasa Corporation is extremely honoured with the extension of our partnership with the CEV and with the opportunity to support their Volleyball, Beach Volleyball and Snow Volleyball events as well as the long-term growth of the sport in Europe by providing everyone involved with the right products to play Volleyball, Beach Volleyball and Snow Volleyball. Together with the CEV we will continue to work hard and strive for more excellence.”

Mr Yuji Saeki – Mikasa Corporation President and CEO

end notation

Notes:

This article was prepared by the CEV Communications Department, in partnership with Mikasa Corporation.

For more information related to this release go to: <http://bit.ly/MikasaCEV4MoreYears>

When publishing this release on social media, we ask to link to our accounts and include the relevant #tags.

CEV social media accounts:

Facebook: <https://www.facebook.com/CEVolleyball/>

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YouTube: <https://www.youtube.com/cevolleyball>

LinkedIn: <https://www.linkedin.com/company/cevolleyball>

OTT Platform: <https://www.eurovolley.tv/>

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Boilerplate:

The European Volleyball Confederation (CEV) is the institution responsible for governing 56 National Federations throughout Europe and is recognised as such by the Fédération Internationale de Volleyball (FIVB).

Our ultimate goal is to promote Volleyball, Beach Volleyball and Snow Volleyball and to raise the status of our sport to a higher level. Whether the game is played indoors, on sand or on snow, Volleyball connects and brings people together – from children playing in their free time up to professional, elite athletes.

We cultivate a strong sense of togetherness with all stakeholders, the Member National Federations, their national leagues, clubs, players, organisers and other partners of European Volleyball, from grassroots level to the top events.