



## COCONUT BEACH – RIBBON CUTTING

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*May 29, 2012*

*For Immediate Release*

### **Coconut Beach Ribbon Cutting and Inaugural Tournament to Benefit Children's Hospital**

City of Kenner Mayor Mike Yenni and the owners of Coconut Beach are excited to announce the Ribbon Cutting for the New Coconut Beach Volleyball Complex located at 100 Ring Road, Kenner, Louisiana, on Saturday, June 2, 2012 at 3:00 P.M. The Ribbon Cutting will immediately precede the start of the Children's Hospital Charity Volleyball Tournament.

Coconut Beach operated at West End, New Orleans for the past 25 years but lost their lease due to work on the 17<sup>th</sup> Street Canal and ceased operations at that location on January 17, 2012. In anticipation of this closing, for the past 18 months, the Kenner Administration worked diligently to finalize an agreement with Coconut Beach to move to Kenner and it is now a reality.

Coconut Beach is recognized by the United States Beach Volleyball Community as one of the top locations to host and play sand volleyball in the country. Coconut Beach has hosted eight (8) nationally televised volleyball events, two (2) National AAU Beach Volleyball Championships and over 600 regional tournaments. Coconut Beach has also helped raise more than One Million Dollars for local charities by hosting 40 plus charity events.

The "new" Coconut Beach is a twenty-two court man-made sand beach volleyball complex, which makes it the largest in the United States. It is expected to accommodate 4000 players a week for organized leagues, sanctioned tournaments and recreational play. This complex will be the launching point for economic development in the Laketown area and the Williams Boulevard corridor; local commercial establishments will see an increase in business, sales tax collections will go up and most importantly, thousands of young professionals will have the opportunity to see all that Kenner has to offer – exceptional shopping venues, excellent restaurants and beautiful subdivisions all with easy access to the City of New Orleans.



## COCONUT BEACH GROUNDBREAKING

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*May 4, 2012*

*For Immediate Release*

### **KENNER WILL BREAK GROUND**

Mayor Mike S. Yenni, the Kenner City Council and the owners of Coconut Beach are excited to announce the ground breaking for the new Coconut Beach Volleyball Complex to be located at 100 Ring Road in Kenner on Tuesday, May 8, 2012 at 10:00 AM.

The Coconut Beach Volleyball Complex will be a twenty-two court man-made sand beach volleyball complex. Coconut Beach is the largest man made sand complex in the United States. It is expected to bring in over 4,000 players a week in organized leagues and/or sanctioned tournaments.

The Kenner Administration has worked diligently for the past few years to work out an agreement with Coconut Beach to move to the city. This will be the launching point for economic development in the Laketown portion of the city. This should help increase sales tax, and bring the young professional crowd that the city of Kenner anticipates on a regular basis.

Coconut Beach has operated at West End in New Orleans for the past 25 years. Finances raised over the years were reinvested into improving the complex annually. Coconut Beach closed its doors at West End on January 17, 2012 and is excited to have a new location in Kenner to call home.

Coconut Beach is a draw for high school students, college students, and the everyday person to use for practice and conditioning in the lavish sands of the complex. Coconut Beach is recognized by the United States Beach Volleyball Community as one of the top locations to host and play volleyball in the country.

Coconut Beach has hosted 8 nationally televised volleyball events, 2 National AAU Beach Volleyball Championships and over 600 regional tournaments. They have hosted over 40 charity events and helped raise over 1 Million Dollars for those charities and hope to be up and running for the Children's Hospital Charity Tournament on June 2, 2012.