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For Immediate Release

Volleyball series back at Milwaukee County Parks Bradford Beach

“Milwaukee Shootout” 2012 Jose Cuervo Pro Beach Volleyball Series

Milwaukee, WI (July 11, 2012) – Milwaukee County Parks along with Jose Cuervo and IMG a announce the sun, sand and sweat of the Jose Cuervo Pro Beach Volleyball Series returns to Milwaukee County Parks Bradford Beach on August 4th and August 5th . The highest-paying and most-attended tour in the country will once again deliver intense men’s and women’s competition through a seven-event series in 2012. The Volleyball Series continues free admission.

The “Milwaukee Shootout” tournament of the Jose Cuervo Series is sanctioned by USA Volleyball (USAV), the governing body of the sport, and will be broadcast nationally on NBC Sports Network. The Bradford Beach, “Milwaukee Shootout” prize purse is \$60,000 for the 2012 Jose Cuervo Pro Beach Volleyball Series.

“Fans and players can expect the 2012 Cuervo Series to be just as good, and in some cases even better, than last year’s inaugural tour, featuring world-class competition and offering more tour dates, total prize money and overall entertainment than any tour in the U.S.,” said Brian Radics, Diageo Brand Director, Jose Cuervo. There will be a Cuervo Village at Bradford Beach for fans 21 years of age or older, creating a full festival-like atmosphere featuring music, consumer contests, giveaways and of course Jose Cuervo cocktails (where legal) to be enjoyed responsibly.

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