



Town of Little Elm
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News Release

FOR IMMEDIATE RELEASE

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Beach Bash and Volleyball Tournament starts season *Bash is presented by ER Centers of America and sponsored by The Ticket*

LITTLE ELM (April 21, 2015) Right about this time of year, mention the word beach and somehow the word volleyball seems to flow rather naturally from it, something certainly not lost on the Little Elm Parks and Recreation Department.

The department is putting on the inaugural Little Elm Beach Bash and Volleyball Tournament, presented by ER Centers of America and sponsored by The Ticket KTCK Radio, on Saturday, May 16 starting at 10 a.m. and continuing until 8 p.m. at the beach in Little Elm Park, 701 West Eldorado Parkway.

The Beach Bash and Volleyball Tournament will feature a wide array of beach fun and attractions, including an oversized “slip and slide” water mat, lots of beach-style games and, of course, the obligatory beach volleyball tournament. In addition, live music will fill the air throughout the day, and plentiful food and drinks to please most every taste will be on the bill of fare.

While the event itself is free of charge, the food, drinks, merchandise and entry in the volleyball tournament carry their own cost.

Volleyball teams are being accepted for the tournament with registration and rules available at:
<http://sports.bluesombrero.com/Default.aspx?tabid=602710>.

Radio personalities “The Sirois Brothers” will be broadcasting live from Little Elm’s Beach Bash and Volleyball Tournament from noon to 2 p.m. on the The Ticket, 96.7 FM and 1310 AM. The brothers, Mike and Cash, are well-known sports enthusiasts who serve as producers for several radio programs on the station during the week, and hosts during their weekend show.

There is ample free parking at Little Elm Park. Glass containers are not allowed within the park grounds. Dogs on leashes are allowed in the park, but not on the beach.

The Little Elm Beach Bash and Volleyball Tournament is the first of a growing number of lakeside recreational events scheduled for the 2015 outdoor season.

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ABOUT LITTLE ELM – Little Elm is one of the state’s fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm’s population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town’s footprint is just over 14 square miles and boasts some 66 linear miles of shoreline within its boundaries.