



NEWS RELEASE | For immediate distribution

Montréal to host the BEACH PRO TOUR this summer

A SMASH OF A TIME WITH BEACH VOLLEYBALL'S BIGGEST STARS!

Montréal, May 4, 2023 – This summer, Montréal will be hosting the Volleyball World [Beach Pro Tour](#) for the first time ever, from July 26 to 30! Fans will be able to enjoy this **event in the men's and women's Elite 16 Volleyball World Beach Pro Tour, the first Beach Pro Tour and only Elite 16 event in Canada**, as part of the brand new [SMASH Festival](#) at Parc Jean-Drapeau. More than 20 countries will be represented, with Canadian teams in the mix!

"Montréal will have the privilege of hosting 16 of the best ranked teams in the world, who will also be looking to qualify for the 2024 Summer Olympics in Paris," says Ms. Jo-Annie Charbonneau, Head of Revenue, Sports and Development, Productions Podium. "In other words, planet volleyball is converging on the city this summer! This sports spectacle will add a striking new dimension to Montréal's reputation for summer fun, beyond our borders."

"We are excited to include Montréal as a stop on the Beach Pro Tour," said Volleyball World's CEO Finn Taylor. "Montréal is an ideal location to unite volleyball fans, including the passionate and dedicated fans of Quebec and Canada, offering the unique opportunity to witness the world's top teams compete at the highest level."

The Beach Pro Tour is hugely popular internationally, with more than 95 million impressions on social platforms, fans in more than 100 countries, and matches telecast worldwide.

"Productions Podium has grown its reputation and recognition both locally and internationally because each of our events delivers excellence and engagement, for the world's top athletes and for fans alike," explains Ms. Yanick Nadeau, General Manager, Productions Podium. "We've created the SMASH Festival in that same vein, bringing the elite performance level of the Beach Pro Tour to town to the delight of spectators. SMASH combines sports and other elements of traditional beach culture, in an urban setting. More than a sports and summer event, this is a not-to-be-missed tourist destination for the general public."

The organizers will be announcing a slate of "100% beach" programming shortly, with water sports, foodie zones, Latin rhythms and more.

To access the best seats and get your tickets, visit festivalsmash.com

The SMASH Festival is produced by Productions Podium and benefits from support from the Government of Canada, the Government of Québec, the City of Montréal and Tourisme Montréal.

ABOUT PRODUCTIONS PODIUM

Founded in 2016, [Productions Podium](#) organizes and produces local, national and international sports and cultural events. It stands out for its ability to pivot quickly, its commitment to excellence and its diverse roster of sports and cultural events. Events produced this year include the Groupe Copley World Triathlon, World Triathlon Para Series Montreal and PATCO Cup, Challenger 3x3 de Québec, DISTRIX Festival, Triathlon de Verdun and On court Montréal series, along with the brand-new Arena Games Triathlon Montréal, DISTRIX Breaking and SMASH Festival. With major projects and unique events in Québec, les Productions Podium is an increasingly prominent figure on the event landscape in Montréal and Québec.

ABOUT VOLLEYBALL WORLD

[Volleyball World](#) is a new partnership between the FIVB and the CVC Capital Partners aimed at driving growth, innovation, and investment in volleyball around the globe. Its goal is to create an integrated ecosystem connecting all volleyball stakeholders (fans, athletes, corporate partners) together through both digital and live events. Volleyball World is responsible for the commercial operation of key volleyball and beach volleyball international events, including: the World Championships, Volleyball Nations League, Olympic Qualifiers and Beach Pro Tour.

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SOURCE: Productions Podium

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