



CONTACT:

Caitlin Moyer
Caitlin@KVASports.com

FOR IMMEDIATE RELEASE

Thursday, May 7, 2022

FREE PEOPLE PARTNERS WITH USC STANDOUT JULIA SCOLES

All-American Beach Volleyball Athlete to Represent Brand's Activewear Line, FP Movement

IRVINE, Calif. – NCAA All-American beach volleyball athlete Julia Scoles has teamed-up with global lifestyle brand Free People to promote the company's activewear line, FP Movement. Free People will endorse the University of Southern California (USC) standout as a brand ambassador, investing in Scoles as a strategic partner. The Scoles and Free People partnership demonstrates the evolution of Scoles' personal brand as an elite, female student athlete and signifies her love of an active lifestyle.

"I have always loved Free People; the opportunity to be an ambassador for FP Movement is such an honor - I hope I can represent their products well through my love for a fun, active, & sporty lifestyle," said Scoles.

As part of the partnership, Julia will play a central role in the brand's newest activewear campaign including print and video advertising and marketing. Julia shot on location in Santa Monica, CA last month in preparation for the campaign launch in May.

A native of Mooresville, NC, Scoles transferred from the University of Hawai'i to USC as a graduate student in 2020. She is a 2021 All-American and played for USC's #2 pair on the 2021 National Championship Team. She is a former All-Big West Conference Selection (Hawai'i) and former indoor volleyball All-ACC Selection (University of North Carolina).

Scoles is represented by KVA Sports, an athlete representation firm headquartered in Orange County, CA.

"Julia explained the importance of aligning herself with brands that share her values," said KVA Sports President Kurt Varricchio. "When we spoke with Free People about this opportunity and discussed their core values, we quickly realized that this partnership was meant to be. It just makes sense."

ABOUT FREE PEOPLE

Free People is part of URBN, a portfolio of global consumer brands including Urban Outfitters and Anthropologie.

ABOUT KVA SPORTS

KVA Sports, LLC. is an athlete representation firm headquartered in Orange County, Calif. While KVA Sports has previously placed an emphasis on professional baseball players, the agency recently expanded its client roster to include beach volleyball players through a partnership with local agency PushPlay Sports & Entertainment Marketing.

###

15375 Barranca Pkwy, Suite I-102, Irvine, CA 92618

P: (949) 830-3500 F: (949) 830-3508

www.kvasports.com