



CONTACT:

Caitlin Moyer
Caitlin@KVASports.com

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KVA SPORTS ADDS BEACH VOLLEYBALL ATHLETES TO CLIENT ROSTER

Athlete representation firm signs three new athletes under partnership with PushPlay

IRVINE, Calif. – KVA Sports, an athlete representation firm headquartered in Orange County, has expanded its client roster to include beach volleyball players through a partnership with local agency PushPlay Sports & Entertainment Marketing. Today, KVA Sports announced the signing of three NCAA All-Americans: **Tina Graudina** and **Julia Scoles** from the University of Southern California (USC) and **Lexy Denaburg** from the University of California at Los Angeles (UCLA).

KVA Sports had previously placed an emphasis on professional baseball players, representing clients such as 10+ year MLB veterans Carlos Torres and Jerome Williams, as well as recent and current Major Leaguers Aaron Fletcher, Sam Gaviglio, Grant Dayton, Matt Dermody and Parker Markel. Annually, KVA Sports advises several draft-eligible prospects in the MLB Draft and places an emphasis on contract negotiations, salary arbitration, endorsement deals, international opportunities, and post-career counseling and planning for all of its professional baseball players.

Through the partnership with PushPlay, and thanks in part to a recent ruling effective July 1, 2021, which allows **NCAA athletes to earn compensation for the use of their Name, Image and Likeness (“NIL”)**, KVA Sports has expanded its areas of expertise and services to include professional and collegiate beach volleyball players, as well as NIL marketing.

“We are excited to diversify our client base through the addition of these incredible athletes,” said KVA Sports President Kurt Varricchio, a MLBPA-certified agent and licensed attorney who has been involved in sports marketing since 1995. “Richard’s vast experience in the professional beach volleyball industry is invaluable to this firm and to our clients. His extensive knowledge of the game and his acute understanding of this particular market are instrumental in servicing our clients.”

Richard Hiskey, the co-founding partner of PushPlay, brings 35+ years of experience in various aspects of beach volleyball to the partnership with KVA Sports. “I’m beyond excited to partner with Kurt & his team to establish a beach volleyball division under the umbrella of KVA Sports; I’ve been fortunate to work with top US pros like Taylor Crabb & Corinne Quiggle and I’m looking forward to representing Tina, Julia, Lexy and the other athletes we’ll sign to align them with marketing opportunities that fit with their personal brands.”

“As we launched this division, it was imperative to recruit and sign the preeminent collegiate players in the sport,” stated Varricchio. “Not only was it important for them to be quality players, but they also have to align with our firm’s core values of character and commitment and each of these three players check those boxes.”

- **Tina Graudina** is a 3-time All-American, the 2019 *National Player of the Year* and the first NCAA beach volleyball player to qualify for the Olympic Games, representing Latvia in Tokyo this summer where her home country took 4th place. She

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

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

www.kvasports.com

is currently a senior and plays for the #1 pair at USC, which won the 2021 National Championship.

- **Julia Scoles** of Mooresville, N.C., transferred from Hawai'i to USC as a graduate student last year. She is a 2021 All-American & played for USC's #2 pair on the 2021 National Championship Team; she's a former All-Big West Conference Selection (U of Hawaii) and former indoor volleyball All-ACC Selection (U of North Carolina).
- **Lexy Denaburg**, a sophomore from Merritt Island, Fla. is a 2021 All-American and played on the #1 pair at UCLA in the 2021 season. She won the USA Volleyball (USAV) U21 Beach Volleyball US Championship this past summer and will represent Team USA at the 2021 Beach Volleyball U21 World Championships in Thailand this December.

“We are very excited to work with the top collegiate players in the country and look forward to transitioning them into the professional ranks once their collegiate eligibility is complete,” said Varricchio.

In addition to these top collegiate athletes, KVA Sports is currently discussing representation agreements with several current professional beach volleyball players and will announce those signings once they are finalized.

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