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**KVA SPORTS ADDS USC ALL-AMERICAN MEGAN KRAFT TO ITS ROSTER**  
*2021 PAC-12 Conference Beach Volleyball Freshman of the Year inks agency deal*

IRVINE, Calif. – KVA Sports announced the signing of NCAA All-American Beach Volleyball athlete, **Megan Kraft** from the University of Southern California (USC). Kraft was named the 2021 Pac-12 Conference *Freshman of the Year* and, with her partner Tina Graudina, was named the 2021 Pac-12 Conference *Pair of the Year*. Graudina, who represented Latvia at the Tokyo Olympics, signed with KVA Sports in July of this year, shortly after the NCAA approved Name, Image and Likeness (“NIL”) opportunities for collegiate athletes.

“We are pleased to welcome Megan to our KVA Sports family as she embodies our firm’s cardinal principles of character and commitment,” said KVA Sports President Kurt Varricchio. “In this business, those two attributes are paramount in securing NIL deals because companies want to align themselves with exceptional athletes and exceptional people.”

Prior to her commitment to play for USC, Kraft was the No. 1-rated beach recruit by *Volleyball Magazine*. A four-year member of the USAV Beach program, Kraft won the 2018 USAV Beach High Performance Championship, the 2019 USAV Beach National Qualifier and the 2019 USAV Beach National Championship. Internationally, Kraft finished 4<sup>th</sup> at the FIVB Guam one-star event in March 2020. Kraft also participates on the AVP Tour, where she notched a 5<sup>th</sup> place finish with partner Delaynie Maple at the 2019 Hermosa Beach Open.

“I’m excited for the opportunity to represent Megan Kraft,” said KVA Sports Beach Volleyball Agent Richard Hiskey. “I’ve followed Meg’s career since before she committed to USC; she fits in perfectly with the rest of the KVA Sports beach volleyball roster.”

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