



## **CLUBWAKA Announces Partnership with San Diego's VAVi Sport & Social Club**

***Two of the nation's strongest social sports clubs team up to offer more adults only events***

San Diego, California - June 6th, 2017 - CLUBWAKA®, the nation's largest adult social club announced today a new partnership with San Diego's VAVi Sport & Social Club. This move will create an expanded member network of more than 110,000 adults aged 21+, and more opportunities for fun, networking, travel, and exceptional social experiences.

As part of the agreement, CLUBWAKA will partner with VAVi and the VAVi team will work alongside CLUBWAKA to offer new events and opportunities centered around an active, social lifestyle in San Diego, and in cities nationwide.

In addition to its sports leagues, VAVi produces many successful events in Southern California including two popular NYE parties, as well as events with the Padres and the San Diego Zoo. The VAVi team are also the driving force behind the Electric Run and ROC Race/WIPEOUT Run. The Electric Run had 300,000 participants in 2013 and then sold to The Color Run in 2014. ROC Race, formerly branded WIPEOUT Run in partnership with the television show of the same name, has had over 1 million international participants since 2013. Although CLUBWAKA will not be acquiring the events race division, they are hoping to use the same creative talents to offer similarly out-of-the-box events throughout the country.

"We are thrilled to welcome VAVi Sport & Social Club to the CLUBWAKA family," says CLUBWAKA Co-Founder Jimmy Walicek. "VAVi is a gold standard of a market based social sports club that we have admired for some time. The company is a leading brand in the social sports club industry and embodies everything that is forward-thinking in creating citywide fun events and experiences, and is therefore an ideal fit for the CLUBWAKA community."

CLUBWAKA Co-Founder David Lowry elaborates, "Fun is at the heart of everything we do. Life should be fun, and people should be happy. With the acquisition of VAVi, we will expand our ability to offer fun opportunities to all of our members, not just to those in San Diego".

"The CLUBWAKA/VAVi partnership is an extremely powerful and exciting time in the sport and social industry. It expands the reach both companies are looking for with a similar mission,

which is to bring fun to life to our communities through the activities we provide. The excitement is around the opportunity it brings to our customers throughout the country and the opportunity it brings to the core of the business, our employees” stated Felix Goodson who will remain as the GM of VAVi in San Diego.

“We’re excited about the knowledge share, efficiency and scalability potential with this partnership. We’ve figured it out in San Diego and own that market. We know we can replicate elsewhere based on our experience and network. This partnership puts us in an exciting position to create more future growth for this industry” said VAVi VP of Events and Sponsorship, Keith Cunningham. He also stated that “this is a major opportunity for brands to access more of their target demo through our experiential and grassroots activation capabilities. Numerous brands have already taken notice and we know that’s only going to pick up due to our national reach and demographic.”

Goodson and Cunningham will continue to lead the VAVi team in San Diego, while also collaborating with CLUBWAKA to expand similarly in their other markets.

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#### **ABOUT CLUBWAKA**

CLUBWAKA was founded in 1998 by Johnny LeHane, David Lowry, and Jimmy Walicek as the World Adult Kickball Association (WAKA). Today, CLUBWAKA is a growing community that thrives on our fun, active, and social culture. CLUBWAKA offers sports leagues, parties, events, vacations and more. For more information, please visit <http://clubwaka.com> Or, CONTACT: [press@CLUBWAKA.COM](mailto:press@CLUBWAKA.COM)

#### **ABOUT VAVi**

VAVi was created in 2002 with 30 people playing volleyball on the beaches of San Diego and is one of the most sought-out sports league and social event companies in the world. VAVi brings young professionals together through a variety of coed adult sports leagues, numerous social events, tournaments, trips, volunteer opportunities and more. For More Information, Visit: [www.goVAVi.com](http://www.goVAVi.com) Or, CONTACT: [keith@govavi.com](mailto:keith@govavi.com)