



FOR IMMEDIATE RELEASE

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WeHo Sports Festival Set to Debut Labor Day Weekend 2015 at UCLA

West Hollywood, California, December 16, 2014 — The first-ever West Hollywood Sports Festival is set to take place over Labor Day Weekend, September 4-6, 2015, it was announced today. Organized by the Los Angeles Volleyball Association (LAVO), the WeHo Sports Festival ([link](#)) will feature several local sports leagues competing on the campus of UCLA. The festival was created to showcase the large number of organized sports leagues in and around West Hollywood and to encourage community participation and partnerships.

“We wanted to create an event that’s about community, about building friendships,” said Eric Gonzales, Executive Director of the WeHo Sports Festival. “There’s nothing like this being done in West Hollywood, with so many local sports, and we think the WeHo Sports Festival, in this three-day format, is a great way to bring everyone together with the same goals.”

The event announcement was made during a meeting held at the West Hollywood City Hall, and was attended by representatives of the participating sports teams including Jason Jaramillo, President, Lambda Basketball; Steve Sax, President, Los Angeles Tennis Association; and Jake Mason, President, WeHo Dodgeball, as well as Chris Arboleta, Communications Director, Visit West Hollywood; Justin Felton, Int. Deputy, Councilman Heilman, City of West Hollywood and John Erickson, Int. Deputy, Councilman Land, City of West Hollywood.

The WeHo Sports Festival kicked off a multimedia marketing and advertising campaign to promote the event featuring athletes from local sport leagues. The WeHo Sports Festival website and social media are set to launch by the first of the year.

About the WeHo (West Hollywood) Sports Festival

The WeHo Sports Festival is a celebration of athletes, competition, community and national pride held over the Labor Day holiday weekend.

With an estimated 2,000 athletes competing in selected sports and tournaments, the WeHo Sports Festival provides first-class competition promoting sportsmanship, teamwork and athletic achievement.

Our mission:

- To create a premier sports festival that unites athletes and spectators and promotes fair play.
- To encourage and support the development of active and healthy communities.
- To cultivate equality in our communities, neighborhoods and partnerships.

All sports events will take place over the Labor Day Weekend, Sept. 4-6, 2015, on the campus of the world-renowned UCLA.

For more information, visit www.wehosportsfestival.org

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