



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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INDOOR BEACH VOLLEYBALL NATIONAL TOUR COMES TO THE COLISEUM

MADISON, Wis. – If you find yourself daydreaming about sun and fun in the sand during those cold winter months then Veterans Memorial Coliseum at the Alliant Energy Center has an event sure to cure your winter blues! Alliant Energy Center is excited to announce the AVP in partnership with AEG will bring their first-ever indoor beach volleyball national tour with the 2008 Hot Winter Nights Tour to Veterans Memorial Coliseum on January 18, 2008.

Although January may be cold this winter, the AVP Hot Winter Nights Tour heats things up! This tour brings the excitement and experience of an AVP beach volleyball tournament indoors for the very first time with a three hour competition and beach festival. The all-new winter beach party will bring the beach, including over 200 tons of sand, and the most popular and talented players with the likes of Kerri Walsh, Misty May-Treanor, Elaine Youngs, Jake Gibb, Sean Rosenthal, Phil Dalhauser, Todd Rogers and Stein Metzger among others to Veterans Memorial Coliseum. With two-player teams competing in a round robin play format, fans will experience the best of the best competing against each other.



Madison was a natural choice for this first-ever national tour. Previously rated by Sports Illustrated as the “Best College Sports Town” in the US, Madison has received national recognition for its loyal support of athletics. And where else can you haul 200 tons of sand indoors? Veterans Memorial Coliseum has shown throughout its history that it is a first-rate and versatile facility. This exciting event fits perfectly with this great city and great center.

The 2008 Hot Winter Nights Tour was created by AVP, a leading sports entertainment company focused on the production, marketing and distribution of professional beach volleyball events worldwide.

The action starts at 7:30pm on January 18 and doors open at 6:30pm. Tickets are on sale now, so reserve your seat today by visiting the Coliseum Ticket Office, all Ticketmaster outlets, www.ticketmaster.com or charge by phone at (608) 255-4646. For more information on the 2008 Hot Winter Nights Tour, visit www.avp.com. To find out more about events at the Alliant Energy Center, visit www.alliantenergycenter.com or e-mail Ted Ballweg at ballweg@alliantenergycenter.com.

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About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.