

Subject: Berry Volleyball Offers Exciting New Beach Volleyball Camps for the Summer of 2023



Dear John,

I hope this email finds you well. I am writing to pitch a story about a new and exciting development – Berry Volleyball is now offering beach volleyball day camps this June.

The popularity of beach volleyball has been growing in recent years, with more and more people taking up the sport and competing at all levels. To meet this growing demand, Berry Volleyball has now begun offering beach volleyball camps that provide participants with the opportunity to learn from experienced and knowledgeable coaches. [berryvbcamps.com](http://berryvbcamps.com)

These new camps offer a unique opportunity for players to improve their skills, get a taste of what it's like to play beach volleyball at the collegiate level, and get advice from experienced coaches on how to take their game to the next level. The camps feature top-notch coaching, challenging training sessions, and opportunities for players to showcase their skills in friendly matches and tournaments.

I believe that this story would be of interest to your readers, especially those who are looking for new and exciting ways to stay active this summer and those who are interested in beach volleyball at the collegiate level. I would love to discuss further and provide more details on this opportunity, as well as conduct interviews with our coaches and collegiate athletes.

Thank you for considering my pitch. I look forward to hearing back from you.

Best regards, Bryce Robinson [Bryce.robinson@vikings.berry.edu](mailto:Bryce.robinson@vikings.berry.edu)

## Fact sheet: Background



The volleyball program at Berry College attracts student-athletes who are serious about their academics, service, and have the maturity to handle the high expectations of Berry Volleyball. The foundation of our volleyball program operates under four program disciplines: serve others before self, outwork and out-compete our opponents, be students of the game, and uphold our core values [Team First, Loyalty, Discipline, Relentlessness, and Classy] on and off the court.

*At Berry Volleyball Camps, we offer: [berryvbcamps.com](http://berryvbcamps.com)*

- **June 1-2, 2023** Beach Volleyball Day Camp
- **June 5-7, 2023** Middle School Day Skills Camp (Indoor)
- **June 5, 2023** Elite Clinic (Indoor)
- **July 17-19, 2023** Overnight Skills Camp (Middle School & High School Levels, Indoor)
- **July 20-22, 2023** High School Team Retreat Camp
- **NA** Satellite Camps

## Frequently Asked Questions:

*Where are overnight campers housed?*

All overnight campers will be housed on campus in a Berry residence hall. We will have staff in the dorms with campers at all times. Berry's campus is gated, extremely safe and dorms require a key to enter the building as well as each room. You can request a roommate during the registration process.

*Who makes up the staff at camps and clinics?*

Our camps and clinics are run under the direction of the Berry College Volleyball coaching staff. They will be assisted by current and former Viking Volleyball players, as well as select trusted club directors and other college coaches.

## Fact Sheet: Meet the Coaches



### ***Caitlyn Moriarty:***

#### **Director of GRIT Volleyball Camps, Head Indoor and Beach Volleyball Coach**

Named three-time AVCA South Region Coach of the Year and four-time SAA Conference Coach of the Year after leading the Vikings to six consecutive SAA Conference Championship titles. Additionally, the Vikings ranked #10 in NCAA DIII in 2022. In her seven years as Head Coach at

Berry, she developed 18 All-Conference players, 13 All-Region players, and 12 AVCA All-Americans, including six different SAA Conference Players of the Year and five different SAA Conference Defensive Players of the Year. Moriarty also serves as the head coach of the inaugural beach volleyball team. In 2022, Berry became just the seventh NCAA Division III member to join the beach volleyball ranks and finished 4th at the AVCA Small College Beach Volleyball Championship.

**Caitlyn:** [cmoriarty@berry.edu](mailto:cmoriarty@berry.edu) or (706) 368-6367



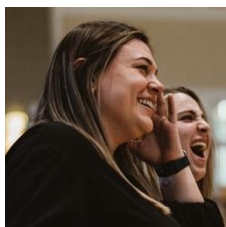
### ***JT Oates:***

#### **Assistant Indoor and Beach Volleyball Coach**

John Thomas "JT" Oates completed his seventh season as an assistant for the Berry Vikings. He has helped the team to the conference finals all seven years and winning conference championships in 2017, 2018, 2019, 2020, 2021 and 2022. Prior to Berry, JT served as the volunteer assistant at Bridgewater College in Virginia while working as a Maintenance and

Commercial Programs Manager with Dynamic Aviation in Virginia for 12 years. Oates is USAV Impact, Cap I and Cap II certified and has coached club volleyball for many years.

**JT:** [joates@berry.edu](mailto:joates@berry.edu) or (706) 368-6333



### ***Rachel Ford:***

#### **Assistant Indoor and Beach Volleyball Coach**

Rachel Ford joined the Berry volleyball coaching staff in November 2021.

Prior to Berry, Ford served as the graduate assistant coach at Ithaca College while also pursuing her master's degree in Exercise Science with a concentration in Sports Psychology. While coaching the Bombers, she helped

Ithaca Volleyball win their 2018 NCAA regional tournament, leading to an

appearance in the NCAA national tournament. Ford returns home to Berry, as she graduated in 2018 with her undergraduate degree in Exercise Science and minors in Psychology and Family Studies. In her time as a Viking, she was a four-year member of the Berry College Volleyball team, was named to the Dean's List several times, earned the SAA sportsmanship award, earned the Claressa Brekke Commitment award and was named a team captain.

**Rachel:** [rford@berry.edu](mailto:rford@berry.edu) or (706) 368-2395

# Berry Volleyball Camps Summer 2023

June 1-2

BEACH  
VOLLEYBALL  
DAY CAMP

June 5-7

MIDDLE SCHOOL  
DAY SKILLS  
CAMP (INDOOR)

June 5

ELITE CLINIC  
INDOOR

July 17-19

OVERNIGHT  
SKILLS CAMP  
(MIDDLE  
SCHOOL & HIGH  
SCHOOL LEVELS,  
INDOOR)

July 20-22

HIGH SCHOOL  
TEAM RETREAT  
CAMP



GAME-READY INTENTIONAL TRAINING

LOCATED  
IN ROME  
GA

2277 Martha Berry Highway  
NW  
Mount Berry, GA, 30149

CONTACT  
US

Caitlyn Moriarty, Camp  
Director, Head Coach Berry  
College

[caitlyn@berryvbcamps.com](mailto:caitlyn@berryvbcamps.com)

[www.berryvbcamps.com](http://www.berryvbcamps.com)





RELEASE DATE 3/5/2023

## Berry Volleyball Offers Exciting New Beach Volleyball Camps for the Summer of 2023

Rome, Georgia - Berry Volleyball is thrilled to announce the addition of beach volleyball day camps to their summer 2023 lineup. The new camps will provide participants with the opportunity to learn from experienced and knowledgeable coaches, improve their skills, and get a taste of what it's like to play beach volleyball at the collegiate level.

The popularity of beach volleyball has been growing in recent years, and Berry Volleyball is committed to meeting the growing demand for high-quality coaching and training. These new camps offer a unique opportunity for players to showcase their skills in friendly matches and tournaments while receiving top-notch coaching and challenging training sessions.

All camps offered include:

- June 1-2, 2023 Beach Volleyball Day Camp
- June 5-7, 2023 Middle School Day Skills Camp (Indoor)
- June 5, 2023 Elite Clinic (Indoor)
- July 17-19, 2023 Overnight Skills Camp (Middle School & High School Levels, Indoor)
- July 20-22, 2023 High School Team Retreat Camp



The volleyball program at Berry College operates under four program disciplines: serve others before self, outwork and out-compete our opponents, be students of the game, and uphold our core values [Team First, Loyalty, Discipline, Relentlessness, and Classy] on and off the court. For more information about the new beach volleyball day camps offered by Berry Volleyball, please visit their website at [www.berryvolleyballcamps.com](http://www.berryvolleyballcamps.com)

Media contact:

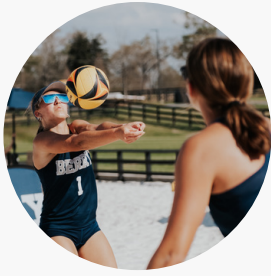
**BRYCE ROBINSON**

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GAME-READY INTENTIONAL TRAINING



# Berry Volleyball

## Beach Volleyball Camps Promotional Radio Script

ROME, Ga, 28 March 2023

[berryvbcamps.com](http://berryvbcamps.com)

### NARRATORS

**Jazzy Innis**  
*Beach  
Volleyball  
team captain*

**Caitlyn  
Moriarty**  
*Head Coach*

### SCRIPT

Lead In with music playing in background. (0.5s)

In addition to its successful indoor and beach volleyball programs, Berry College also offers a variety of volleyball camps and clinics for players of all ages and skill levels. (7s)

Jazzy Innis — “Campers benefit because we have one of the best coaching staffs in the country. They are knowledgeable and are passionate about empowering the younger generations, not only in their physical game but in their overall confidence.” (8s)

Caitlyn Moriarty — “The Berry Volleyball program and camps are not just about building great athletes but also great people who are committed to service and excellence.” (6s)

Whether you are a beginner or an experienced player, the Berry Volleyball camps and clinics offer an excellent opportunity to learn from some of the best coaches in the game and develop your skills in a supportive and positive environment. (8s)

Music fades (0.5s)

# Berry Volleyball Social Media Calendar

Monday 4/3	type	topic	copy	notes
facebook	graphic post	Mercer Play Day	Mercer Play Day tomorrow! Tune in to watch the livestream.	
instagram	graphic post	Mercer Play Day	We are ready for the Mercer Play Day tomorrow. Don't forget to tune into the livestream tomorrow!	
twitter	link to schedule	Mercer Play Day	Tune into the Mercer Play Day tomorrow! *insert link to schedule*	
tiktok	NA	Mercer Play Day	NA	

Tuesday 4/4	type	topic	copy	notes
facebook	live stream	Mercer Play Day	NA	
instagram	player takeover	Mercer Play Day	join captain Jazzy Innis at the Mercer Play Day	
twitter	live updates	Mercer Play Day	example: "line one with a 3-2 w over Mercer, Vikings up 2-0"	
tiktok	highlights	Mercer Play Day	Thanks to Mercer for having us at the Mercer Play Day. A great way to end the regular season	

Wednesday 4/5	type	topic	copy	notes
facebook	post	Camp Dates	It's almost time to sign up for camps.	
instagram	reel	New Beach Camps	New Beach Camps! Come have some fun in the sun and sign up for our beach day clinics throughout the month of June. Link in bio	
twitter	link to camps	Camp Schedule	We can't wait to see you at camp! *insert link to sign up*	
tiktok	vid	New Beach Camps	New Beach Camps! Come have some fun in the sun and sign up for our beach day clinics throughout the month of June. Link in bio	

Thursday 4/6	type	topic	copy	notes
facebook	post	Stevenson Beach Invitational	Last regular season tournament tomorrow! Tune in tomorrow to watch the livestream.	
instagram	graphic post	Stevenson Beach Invitational	We are ready for our last regular season tournamnet tomorrow. Don't forget to tune into the livestream tomorrow!	
twitter	link	Stevenson Beach Invitational	Last regular season tournament tomorrow! *insert link to schedule*	
tiktok	vid	Funny Travel Moments	Headed to the Stevenson beach In	



Friday 4/7	type	topic	copy	notes
facebook	live stream	Stevenson Beach Invitational	NA	
instagram	live stream	Stevenson Beach Invitational	NA	
twitter	live updates	Stevenson Beach Invitational	example: "line one with a 3-2 w over Stevenson, Vikings up 2-0"	
tiktok	highlights	Stevenson Beach Invitational	Stevenson ✓	

Two Photos



The 2023 season beach volleyball team reveals the name of the new beach facility — “Briggs Beach.”



Bella Boston (18) and Peyton Breissinger (4) compete in the beach volleyball 2023 season opener versus Tennessee Tech University.