



PRESS RELEASE  
For Immediate Release

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### **200 Volleyball Teams to Participate in 3:23 Ministries Tournament in Midland**

**MIDLAND, TEXAS, January 22, 2018** – 200 volleyball teams of girls ages 10-18 will compete in the 2018 Permian Basin Regional Qualifier hosted by 3:23 Ministries from January 27-28 at the Midland County Horseshoe and schools throughout Midland.

Volleyball will be the theme of the weekend, and is sure to bring a great return for the city. In 2017, 136 teams competed in the event and brought an estimated \$2.3 million dollar economic impact into Midland. This year, 200 teams will be coming to Midland to play volleyball, but while in town, they will be staying in Midland hotels, eating in restaurants, and shopping. This is an excellent opportunity for so many to experience all the Permian Basin has to offer.

As a local organization, 3:23 Ministries is excited to showcase Midland to visitors. “We live here and want to bring this opportunity to our city. Families playing club volleyball travel all over to compete,” said Club Administrator, Bonnie Eckles. “It’s nice to be able to experience that in our community.”

Coordinating an event of this size requires dozens of volunteers that are sure to extend West Texas hospitality to all who attend. “Visitors should expect thousands of players and parents enjoying a game they love and learning the value of being part of a team. Hundreds of coaches will be pulling out the best in their athletes,” said 3:23 Founder and Board Member, Mickey Eckles. “And, dozens of volleyballs will be seen bouncing around venues all over our community like popcorn in a kettle!”

3:23 is proud to host 200 teams and their families from across Texas and New Mexico. “These teams compete in volleyball tournaments over several months in lots of cities around the country, and we hope that our tournament stands out as superior and well represents Midland and the values of our community and club,” said 3:23 Board Member, Lance McDougall. “Our motto is that “it’s bigger than volleyball,” it’s about building character in these young ladies and focusing on more than just the skills of the sport.”

Interviews are available at the Midland County Horseshoe Arena during set up on Friday, January 26 at 6:30pm or during the event Saturday, January 27 at 10:30am.

The mission of **3:23 Ministries** is to provide and promote discipleship to children, youth, and young adults primarily through competitive youth sports venues. Coaches and teams affiliated with 3:23 Ministries share a common vision to invest relationally, spiritually, and developmentally into kids, families, and coaches. For more information about 3:23 Ministries, visit [www.323volleyball.com](http://www.323volleyball.com).

The mission of **VisitMidland** is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination. The above information has been provided by 3:23 Ministries and distributed by *VisitMidland*. This event is projected to bring in \$1,994,549 in estimated direct visitor spending to the Midland economy. For information on where to eat, play, shop, and stay in Midland, visit [www.VisitMidland.com](http://www.VisitMidland.com).

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