

2019SwartzParker-abstract

Abstract

In the summer of 2018, I was invited to visit São Paulo, Brazil, to represent the United States of America in the International University Sports Federation (FISU) America Games. While I was there, I noticed the amazing stories that people from around the world had about the importance of volleyball in their lives, and I knew I needed to bring these stories to life. Partnering with the national non-profit MotorMVB, our goal is to create positive exposure for men's volleyball across the United States. We want people to learn how much of an impact volleyball has on the lives of boys and men around the globe and grow the game. This project is comprised of two main components. The first is a series of stories created from interviews with athletes from Columbia, Chile and the United States. These interviews go into depth about how volleyball has changed these young men's lives and their experiences at the FISU America Games. The second is a social media campaign that will promote these athletes' stories to a national audience.

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