



Northeast's Ultimate 3x3 Basketball Tourney + Festival

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HOOPLANDIA WELCOMES LOCAL BRANDS AS DIVISION SPONSORS

Hooplandia, taking place June 21-23 at Eastern States Exposition with select games at the Naismith Basketball Hall of Fame, has welcomed all-star division sponsors to its team. The annual 3x3 basketball tournament and festival partnered with several local brands to emphasize its community-centric mission.

The event, hosted by both Eastern States Exposition and the Basketball Hall of Fame, has three days of pure basketball programming, kicking off with Friday's Hooptacular—a free community event. Hooptacular includes rivalry games, skills challenges and competitions, basketball spirit contests, plus appearances by special guests from the community and renowned figures in the basketball industry.

In addition to the basketball competition, hands-on activities, instructional clinics and showcase court entertainment will be taking place throughout the weekend.

DJ Meechie, official DJ of the UConn Huskies, will be onsite spinning the hottest hits, along with DJ Nickie Nell and DJ Onyx. Popular artist ARCY, known for his graffiti splashed style of large-scale street art, will be painting an Olympic-themed mural; and attendees can elevate their sneaker game with a commemorative design from Sneaker Queens Customs.

Springfield-native Joseph Bunce-Grenon, also known as Joe the Jet of the Harlem Wizards, will host a special dunk show, Sunday, June 23. The professional dunker and captivating basketball performer will thrill visitors with his remarkable skills which have garnered him global attention.

Hooplandia will also feature the best in festival food options from local restaurants and food trucks. Attendees can enjoy adult beverages, sport and soft drinks during the event.

Division Sponsors:

Westfield Bank – Ages 9-10 & Under

Now in its 171st year, Westfield Bank is committed to the communities they serve and the success of the people who live there. That's why they deliver customer-focused financial products and personalized service that goes above and beyond. For more information, visit www.westfieldbank.com.

MORE



Hosted by Eastern States Exposition and Naismith Memorial Basketball Hall of Fame





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Hampden County Sheriff's Department – Hoops & Heroes

The Hampden County Sheriff's Office is not your average law enforcement agency. Beyond the walls of their facilities, their firm but fair approach to corrections has been emulated across the country and changed countless lives for the better. You'll find their staff in the parks, on the waterways, in schools and on the streets to be a positive, proactive partner for the public good. For more information, please visit www.hcsoma.org.

Hoops & Heroes is additionally supported by Vet Tix. Active and retired military and first responders are encouraged to become a member and register via www.vettix.org.

Your New England Ford Dealers – Ages 15-18 & Under

Your New England Ford Dealers have devoted themselves to helping and serving customers to the best of their ability. The family company that has spanned the globe for over a century continues to provide consumers with vehicles that live up to the "Built Ford Proud" motto. For more information or to find a local dealer, please visit www.ford.com.

PeoplesBank – Ages 11-12 & Under

PeoplesBank is a leader in innovation, corporate responsibility, sustainability and employee engagement. As the largest community bank in the market, they have a unique ability to help the communities they serve through volunteer efforts and millions of dollars in donations to charitable and civic causes. For more information, visit www.bankatpeoples.com.

Baystate Health – Ages 13-14 & Under

Baystate Health is a not-for-profit, integrated healthcare system serving over 800,000 people throughout western New England. Baystate has been providing high-quality and compassionate healthcare in Western Massachusetts for more than 140 years.

Collins Electric – Age 50 & Under

Collins Electric Company, based in Chicopee, Mass., specializes in electrical contracting, offering expert services for commercial, institutional and industrial projects with a century-old history of quality and reliability.

Tandem Bagel – Age 51 & Over

Elevate your mornings with Tandem Bagel! Enjoy an assortment of fresh bagels, house-whipped cream cheese, sandwiches and more. Open daily from 7am-2pm, Tandem Bagel Company has locations in Easthampton, Northampton, Hadley, Florence and West Springfield. You'll find freshly baked bagels and delicious breakfast and lunch sandwiches served with exceptional customer service in a family friendly atmosphere.

To register a team and learn more about Hooplandia festival programming, visit www.Hooplandia.com. Sign up to receive our e-newsletter, Hoop Scoop, each week and follow us on social—@Hooplandia on Instagram and @HooplandiaNation on Facebook. See you on the courts!



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