



Northeast's Ultimate 3x3 Basketball Tourney + Festival

FOR IMMEDIATE RELEASE – West Springfield, MA

June 21, 2024
More Info: Bridget Kelleher
(413) 205-5041

HOOPLANDIA IS HERE! **3x3 Basketball Tourney + Festival, June 21-23**

Hooplandia, the Northeast's Ultimate 3x3 Basketball Tourney + Festival, begins Friday, June 21 with a festive Hooptacular, followed by tournament play Saturday and Sunday, June 22 & 23. The event is hosted by Eastern States Exposition and the Naismith Basketball Hall of Fame. Admission is free for attendees all three days. Hooplandia will take place rain or shine.

Hoops have been installed throughout the byways of Eastern States Exposition, where most games will take place. Select youth championship games will be held at the Hall of Fame on Sunday. Players, families, friends, basketball aficionados and the public are invited to attend to see great basketball, attend clinics, and enjoy the food, entertainment, special guests and features!

Friday Night Hooptacular, sponsored by Dunkin'

Hooptacular activities take place at the Court of Honor (in front of the Coliseum) and on the lawn of the Mallary Complex. In the event of inclement weather, all activities and rivalry games will be moved to the Mallary Complex ("Mallary East").

Friday, June 21 is a free community Hooptacular, with skills competitions, community courts, music, basketball clinics and rivalry games such as The Battle of the Springfields, whereby the best players in Springfield are pitted against the top hoopsters in West Springfield for the annual Mayor's Cup. Parking is free on Friday.

3pm—Gates open and Festival begins

Free play on all outdoor courts.

Team check-in begins at Gate 9A

Skills competition registration at the Showcase Courts

Food vendors open for business.

3:30pm—Skills competitions—Hotshot Challenge and 3-Point Competition—begin on Showcase Courts

4pm-7pm—Fan Zone 1 and 2 activities—

Fan Zone 1 (Court of Honor Lawn) DJ Meechie, Sneaker Queens Customs sneaker artist, Safari

Amusements' Fleet Feet games for kids



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





Northeast's Ultimate 3x3 Basketball Tourney + Festival

Fan Zone 2 (Mallery Complex Lawn) DJ MadMaxx, ARCY Live!, renowned street artist, Designs by Eric imprinted merch

4:30-5pm—Kevin “Showboat” Jackson Clinic and Performance—Showcase Court One

6pm—**Opening Ceremonies—Showcase Courts**

The Sportsmanship Award, sponsored and presented by Bulkley Richardson

6:30pm—Women’s “Battle of the Springfields” game—Showcase Courts

7pm—Men’s “Battle of the Springfields” game—Showcase Courts

Ultimate 3-Point Contest – Men’s and Women’s players from Springfield and West Springfield

7:30pm—Closing Ceremony and Rivalry Game Awards—Showcase Courts

Tournament Play Saturday and Sunday, June 22 and 23

Tournament play will take place on outside and inside courts as assigned. In the event of inclement weather, adjustments will be made.

More than 850 players will compete in the event. The fast-paced play will begin promptly at 9 am each day. Gates as well as food and beverage concessions open at 8am.

The spectacle of players of all ages and abilities competing in the beloved game founded in our hometown, Springfield, Mass., will be something to behold! Names of registered teams are a delight and include the Slay Queens, Swishers, Washed Up and Triple Threat! All teams will play at least three games. Championship games will be played Sunday beginning at 1:30pm at ESE and the Hall of Fame.

Spinning the hottest hits will be DJ Meechie, official DJ of the UConn Huskies, all three days as well as DJ Mad Maxx Saturday, and DJ Nicki Nell and DJ Onyx on Sunday. Experience ARCY Live!, the dramatic and unique artistry of ARCY, known for his paint-splashed style of large scale street art, all three days. Elevate your kicks as celebrity sneaker artist, Sneaker Queens Customs will be on hand to create a sneaker design unique to you.

Azzi Fudd, UConn Women’s Basketball standout, joins us on Saturday. Meet Azzi at 11am and take part in an instructional clinic, presented with her mom, Katie Fudd, of GTS Fusion, at 11am and 1 pm. All at the Showcase Courts.

The Celtics Dancers perform at 10:30am and noon on Saturday and will meet fans following their performance on Showcase Court Two.



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





Northeast's Ultimate 3x3 Basketball Tourney + Festival

On Sunday we welcome Springfield native Joseph Bunce-Grenon, aka Joe the Jet, of the Harlem Wizards, renowned professional dunker and captivating basketball performer. His remarkable skills have garnered global attention including his performance as a contender in Season Two of TNT's "The Dunk King." Fans can witness his incredible talents at 10:30am and 12:30pm on the Showcase Court and meet him 11-11:30am and 1-1:30pm.

Hooplandia offers a number of clinics to elevate your game.

Hooplandia Clinics

Friday, June 21

- 4:30-5pm – Kevin "Showboat" Jackson Clinic and Performance, on Showcase Court One

Saturday, June 22

- 10am – Lou Roe Clinic on Showcase Court One
- 11am – Azzi Fudd, and Katie Fudd, of GTS Fusion, Clinic on Showcase Court One
- 1pm – Azzi Fudd, and Katie Fudd, of GTS Fusion, Clinic on Showcase Court One
- 2pm—Chaz Williams, UMass and Make Em Believe Foundation, Clinic on Showcase Court One

Sunday, June 23

- 10am – Lou Roe Clinic on Showcase Court One
- 11am – Katie Fudd, of GTS Fusion, Clinic on Showcase Court One
- 12pm – UMass Clinic—Showcase Court One
- 1pm – Katie Fudd, of GTS Fusion, Clinic on Showcase Court One

Food and Beverage Vendors: Food trucks and Eastern States Exposition concessions will serve their signature dishes as well as beverages for adults and children, and sports drinks throughout the event.

- Latitude Restaurant's 850 Degree Pizza Truck
- Ultimate BBQ
- Macho Taco
- Moolicious
- Farmers Market Wine Bar, featuring Wine Slushies* and Child Slushies
- Kona Ice of Manchester
- Las Kangris Food Truck



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





Northeast's Ultimate 3x3 Basketball Tourney + Festival

- The Mick at Eastern States Exposition*
 - Eddie Shore Enterprises
 - The Hub—Mallory Complex*
 - Beer Garden—Showcase Court area*
 - Storowton Tavern Restaurant & Patio*
 - Stella's Milk and Cookies
- *Adult beverages Served**

Shop the official Hooplandia merch location inside Gate 9A for original Hooplandia gear, the official Hooplandia game ball and 2024 commemorative ball, created by Spaulding.

Admission to Hooplandia is FREE all three days. Parking is free on Friday only. Parking is \$10 per vehicle on Saturday and Sunday for teams, families and the general public in Gate 9 (GPS coordinates 875 Memorial Avenue).

Visit www.Hooplandia.com and follow our socials @Hooplandia on Instagram and @Hooplandia Nation on Facebook.



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

