



NEW ENGLAND'S ULTIMATE 3-ON-3 BASKETBALL TOURNEY AND FESTIVAL

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Hooplandia 2024 Takes Shape

The hoops are out, and preparations are underway for the second annual **Hooplandia, the Northeast's Ultimate 3x3 Basketball Tourney + Festival**, hosted by Eastern States Exposition (ESE) and the Naismith Basketball Hall of Fame. The event takes place June 21-23 on the grounds of ESE in West Springfield, Mass., with youth championship games held at the Hall of Fame.

ESE President and CEO, Gene Cassidy, said, "With Hooplandia a little more than four weeks away, all hands are on deck to create our second annual event – the largest 3x3 basketball event east of the Mississippi."

The excitement is building! Now is the time for players to assemble their squad, register their 4-person team and get in the game for an unforgettable weekend of basketball action! The three-day event will kick-off with Friday Night Hooptacular, June 21, highlighting community partners, rivalry games, and celebrating the birthplace of basketball. Tournament play takes place Saturday and Sunday, June 22 & 23.

Meanwhile, local and national sponsors have become partners supporting the event in many ways, volunteers are signing up and special guests, artists and entertainers have been scheduled.

- Springfield native Joseph Bunce-Grenon, aka **Joe the Jet, of the Harlem Wizards**, is renowned as a 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 Sunday, June 23 at 10am and Noon on the All-Star Showcase Court.
- Dynamic street artist, **ARCY**, renowned for his vibrant murals adorning major cities worldwide, who also transformed the face of the Exposition's famed Coliseum, will return to Hooplandia to create a new mural for 2024. ARCY has adorned countless locations in North America, Australia, and Europe with his striking murals, earning commissions from prestigious institutions like The Smithsonian Institute and Major League Baseball. He brings his exceptional talent to Hooplandia, infusing the event with his signature artistic flair.



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- **Sneaker Queens Customs** will bring her exquisite artistry to the courts. Renowned for her innovative designs and meticulous craftsmanship, **Mikaela** has mastered the art of transforming sneakers into captivating works. Elevate your shoe game with a free small custom design! Hooplandia not only promises thrilling basketball action, but also guarantees a fusion of fashion and functionality on the court.
- Get ready to groove to the beat of **DJ Meechie** – the official DJ of the UConn Huskies! He brings his electrifying energy and unmatched musical talent courtside to elevate the atmosphere with his signature mixes and dynamic playlist. Pump up the volume and let the adrenaline flow!

Look for announcements of additional talent shortly.

Hooplandia is supported by a number of sponsors including:

Your New England Ford Dealers—Official vehicle of Hooplandia

Bulkley Richardson—Sportsmanship Award

Hot Table—Registration Platform

BODYARMOR—Official hydration beverage of Hooplandia
To become a sponsor, visit Hooplandia.com and get involved!

It takes a village to run a large event and Hooplandia is currently seeking volunteers, including scorekeepers. Whether you're a basketball aficionado eager to be courtside or simply looking to be part of the action, your participation is invaluable to the success of this growing event. There are volunteer opportunities for ages 16 and up and all receive perks, including a ticket to The Big E. Visit Hooplandia.com and get involved!

Registration is open until June 14, and each paid registrant will receive our 3 Point Perks:

- 1 Ticket to The Big E
- 1 Dunkin' gift card
- 1 VIP admission ticket to the Basketball Hall of Fame

Team divisions/ages are listed at Hooplandia.com where you can view all the info on competing teams and REGISTER your group for play. Sign up to receive our e-newsletter and Hoop Scoop and follow us on social--@Hooplandia on Instagram and @HooplandiaNation on Facebook.



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