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**EASTERN STATES EXPOSITION WELCOMES SAM ROBERTS  
AS THE HOOPLANDIA EVENT COORDINATOR**

Eastern States Exposition (ESE) is pleased to announce that Sam Roberts, of Wilbraham, Mass., has joined the organization's Sales Department as the Hooplandia Event Coordinator.

A recent graduate of Lasell University, Roberts earned his Bachelor of Arts Degree in Sports Communications with double minors in Business and Marketing in May, 2023. Throughout his college career, Roberts gained valuable experience through two notable internships, first with New England Sports Network (NESN) as a Communications and Media Intern, and later with Blue-Sky Sports and Entertainment as a Sports Marketing/Athlete Representation Intern. During his time at Blue Sky Sports and Entertainment, Roberts played a key role in leading a marketing campaign for Bruins Captain Brad Marchand's cereal, Marchy Munch. The campaign successfully generated revenue through sponsorship for the annual Travis Roy Whiffle Ball Tournament in support of the Franciscan Children's Hospital. Additionally, Roberts managed former Patriots Running Back James White's Sweet Feet for Strikes Charity Bowling event.

“Working in the sports and entertainment industry has always been a dream of mine, and I am extremely grateful to ESE for giving me the opportunity to do so while contributing to these two incredible events, Hooplandia and The Big E!” said Roberts. “As a lifelong fairgoer of The Big E, it's surreal to see how things come full circle, now that I'm part of the incredible team that puts it together! I am honored and excited to have this opportunity with Eastern States Exposition and am eager to see what the future holds for me here.”

In his new role as Hooplandia Event Coordinator, Roberts will be assisting with promotion, sponsorship, community outreach, local engagement and event activation, and the execution of Hooplandia, while also helping on various Big E and other ESE projects.

Eastern States Exposition and the Naismith Memorial Basketball Hall of Fame proudly present Hooplandia, the Northeast's premier 3x3 basketball tournament. Launched in 2023, the inaugural year was a resounding success, and is gearing up for an even bigger celebration taking place June 21-23, 2024. Hooplandia is set against the backdrop of the Eastern States Exposition, Home of The Big E, in West Springfield, where the love for the game is as vast as the competition itself. Registration is now open. Participants, volunteers, and potential sponsors can visit [Hooplandia.com](https://www.hooplandia.com) for more information.

*The Big E returns Sept. 13-Sept. 29, 2024. Visit [TheBigE.com](https://www.TheBigE.com) for a full schedule of events and check out the fairtime excitement on social media.*

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