



# Northeast's Ultimate 3x3 Basketball Tourney + Festival

FOR IMMEDIATE RELEASE - West Springfield, MA

DATE: 4/10/2024  
More Info: 413-205-5041

## Hooplandia Scores with 3 Point Perks Free tickets to the 2024 Big E, VIP Passes to the Naismith Memorial Basketball Hall of Fame, and Dunkin' Gift Card to Registrants

Fastbreak to [www.hooplandia.com](http://www.hooplandia.com) and register your four-person team, and each paid registrant will receive:

- 1 ticket to the 2024 Big E, Sept. 13-29
- VIP Admission Ticket to the Naismith Memorial Basketball Hall of Fame
- 1 Dunkin' gift card

Qualifying participants will receive their perks when they pick up their registration packet between Friday, June 21, and Saturday, June 22.

Hooplandia, the Northeast's Ultimate 3x3 Tourney + Festival, hosted by Eastern States Exposition and the Naismith Memorial Basketball Hall of Fame, will take place June 21-23 on the grounds of ESE in West Springfield, Mass., with select division final games at the Hall of Fame in Springfield. The event is expected to attract thousands of fans and players as hundreds of games take place across 70+ courts.

Divisions of play have been created to provide an all-inclusive environment for players of all ages and playing abilities. From brackets that include veterans, first responders, youth, college students, adults, and so many more, there's a spot on the court for everyone!

Players are invited to build teams of four, create their own unique team name and uniforms, and register at [www.hooplandia.com](http://www.hooplandia.com). Team fees range from \$75-\$190, and the Special Olympics division and children in the under 8 division are free of charge.



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

