



HOOPLANDIA: FINALLY, GAME ON!

**Largest 3x3 Basketball Competition and Festival On East Coast Planned
For Greater Springfield June 23-25, 2023, Following Multiple Pandemic-Era Delays**

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

Anticipates Thousands of Players and Major Economic Impact for Region

August 10, 2022: Greater Springfield, Massachusetts is the birthplace of basketball. And now, after nearly three years of pandemic-era scheduling hurdles, it will be the birthplace of an extraordinary new event to celebrate one of the great games on planet Earth. It is GAME ON for HOOPLANDIA, the largest 3x3 basketball competition and celebration on the East Coast – planned for June 23-25, 2023 and hosted by Eastern States Exposition and the Naismith Memorial Basketball Hall of Fame.

The event will feature hundreds of games for thousands of players of all ages and playing abilities, with divisions for young girls, boys, women, men, high school elite, college elite, pro-am, OGs, wheelchair, Wounded Warrior, Special Olympians, veterans, first responders and more. Other exciting features:

- 70+ outdoor blacktop courts will be placed throughout the roadway and parking lot network of Eastern States Exposition fairgrounds in West Springfield.
- Slam-Dunk, 3-Point, Free Throw, Dribble Course, Vertical Jump and Full Court Shot skills competitions.
- Themed State Courts for all six New England states.
- Featured “Showcase Games” will be held on new court surfaces in the historic Eastern States Coliseum and on the Court of Dreams, the center court of the Naismith Memorial Basketball Hall of Fame.
- A festival environment throughout the weekend with food, music, entertainment and family activities.

The announcement was made today at Eastern States Exposition (ESE) with Eugene J. Cassidy, President and CEO of ESE; John Doleva, President and CEO of the Naismith Memorial Basketball Hall of Fame; West Springfield Mayor Will Reichelt and a host of other regional civic leaders.

“It is a thrill to finally be able to say, ‘Game On for Hooplandia!’” said Eugene J. Cassidy, President and CEO, of Eastern States Exposition. “We are re-energized by the resilience, vision and collaboration of our partners in this exciting initiative to celebrate basketball. It has been three years of overtime to bring reality to a project and purpose that has never lost its power or potential. Once again, we are excited to transform our grounds into the magical kingdom of Hooplandia for thousands of visitors next summer.”

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John Doleva, President and CEO of the Naismith Memorial Basketball Hall of Fame added, “Springfield is the heart and soul of the basketball world, from its humble beginnings to our home as its Hall of Fame. Hooplandia is a natural extension of this legacy, with a grassroots competition and celebration for all ages. We are proud to help build this event, which we hope will grow to become a summer staple of Greater Springfield for years to come.”

A year-long community outreach effort will begin immediately. Registration will open on March 1, 2023. Information and engagement is available now through www.hooplandia.com or Instagram: @hooplandia.

For more on the hosts, see: www.EasternStatesExposition.com and www.hoophall.com.

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