



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

FOR IMMEDIATE RELEASE - West Springfield, MA

DATE: 2/15/2024
More Info: 413-205-5041

Registration Now Open for Hooplandia The Northeast's Ultimate 3x3 Basketball Tournament and Festival June 21-23 at ESE and Hall of Fame

Registration for Hooplandia, the Northeast's Ultimate 3x3 Basketball Tournament and Festival, is **now open** at www.Hooplandia.com and includes levels of play for all ages and divisions.

Hooplandia, the Northeast's premier 3x3 basketball tournament, launched in 2023 and was a resounding success. It promises to be an even bigger celebration in the years to come. Taking place in the heart of Greater Springfield, Mass., the birthplace of basketball, the event is hosted by Eastern States Exposition (ESE) and the Naismith Memorial Basketball Hall of Fame. Games will be played on the grounds of the Exposition in West Springfield, Mass., with special games held at the Hall of Fame in Springfield. 75 basketball courts will be set up to accommodate more than 650 games played by approximately 2,100 participants of all ages.

Divisions of play have been created to provide an all-inclusive environment for players of all ages and playing abilities. Our diverse divisions include girls, boys, women, men, high school-aged, college-level, OG's and more.

Players are invited to build teams of four, create their own unique team name and uniforms, and **register at www.hooplandia.com**. Team fees range from \$175-\$190, and children in the under 8 division are free of charge.

Our Philanthropic Partners: Boys and Girls Clubs

Hooplandia will once again partner with Boys and Girls Clubs throughout the region as its designated philanthropic partner, providing \$10 from every paid team registration to support the mission and programs of Clubs.

ESE President and CEO, Eugene J. Cassidy, said, "The Exposition is a longtime supporter of Boys and Girls Clubs, and we are pleased to continue that support through this sports-based environment for youngsters. We are committed to building Hooplandia into a cornerstone of the community."

Hooplandia is more than just a tournament; it's a community celebration of basketball, and we invite you to be a part of the excitement! Elevate your brand and support the basketball community by exploring our dynamic sponsorship opportunities. Align your business with the excitement of Hooplandia and gain exposure to a diverse audience. For inquiries, contact us at Hooplandia@TheBigE.com.

Volunteers Needed: Become an essential part of the Hooplandia experience by joining our enthusiastic team of volunteers! From event logistics to court management, every volunteer has a role in contributing to the success of our thrilling three-day extravaganza. Those interested in participating in this unforgettable event, please fill out the volunteer form at www.Hooplandia.com.