



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

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Score Big with Hooplandia's 2024 Game Ball and Exclusive Commemorative Basketball – Pre-Sale Launches Today, Limited Quantities Available

Eastern States Exposition (ESE) has revealed the official Hooplandia game ball and exclusive 2024 commemorative basketball ahead of the Northeast's Ultimate 3x3 Basketball Tourney + Festival, June 21 – 23. The event is hosted by ESE and the Naismith Memorial Basketball Hall of Fame.

ESE has teamed up with Spalding to celebrate Hooplandia with the creation of the two iconic basketballs that you can order for pre-sale now. Players, coaches, and fans can pre-purchase the exclusive basketballs, in anticipation of the event, online by visiting www.hooplandia.com/.

Both basketballs were designed with Hooplandia's signature colors red, white, and blue, paying homage to the spirit of the event with the prestigious logos of Eastern States Exposition and The Basketball Hall of Fame.

The Hooplandia 2024 commemorative ball is a one-of-a-kind design, featuring splashes of Hooplandia colors to form a unique pattern and style. This limited-edition ball is a true collector's item; once it's gone, you'll never see it again. The Hooplandia game ball will be used for all games at Hooplandia for years to come.

Limited quantities are available, with only 100 of each ball available for presale. They will ship on May 1. The option for pickup is available at Hooplandia June 21-23, where you can get your ball and experience the thrill of Hooplandia firsthand.

Hooplandia launched in 2023 and was a resounding success. It promises to be an even bigger celebration in the years to come. Games will be played on the grounds of the Exposition in West Springfield, Mass., with select championship games held at the Basketball Hall of Fame in Springfield. Seventy-Five basketball courts will be set up to accommodate more than 650 games played by approximately 2,100 participants of all ages.

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.



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

