



FOR IMMEDIATE RELEASE
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WHO'S GOT NEXT?
HOOP IT UP 3ON3 BASKETBALL TOUR INVADES DOWNTOWN D.C.

Local athletes invited to register teams for hoops tourney at CityCenter DC April 24-25

WASHINGTON, D.C. – The [Washington Convention and Sports Authority](#) (WCSA) and BEST Experiential Properties are bringing [Hoop It Up](#), the largest 3on3 basketball tour in the world, to CityCenter DC on Saturday and Sunday, April 24 - 25. CityCenter DC is located in the heart of downtown D.C. at 11th & H Streets, NW, allowing spectators easy access to witness the action and players a prime location to showcase their basketball skills.

Local teams can register now and show Washington, D.C. residents they got game. **The deadline to register is Tuesday, April 20.** The tournament is open to players ages 8 and up, with separate age and skill divisions for male and female teams of three to five players. In addition to the basketball action, the tournament includes a slam-dunk competition and three-point shooting contest on Saturday.

“Last year’s competition was very lively so having the tournament in downtown D.C. only adds to the atmosphere,” said Erik A. Moses, managing director of the WCSA’s Sports Entertainment and Special Events Division. “It’s great fun whether you are participating or watching the action.”

This year’s tournament is sponsored by Rockin’ Refuel Sports Drinks, Sports Authority, the US Marines and Spalding, and benefits [Coaches vs. Cancer](#)®, a collaboration between the American Cancer Society and the National Association of Basketball Coaches (NABC).

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More than 60 teams competed for the 2009 D.C. championship and the opportunity to advance to the Hoop It Up World Championship in Louisville, Ky. *Ariel Slow and Steady*, a team led by U.S. Secretary of Education Arne Duncan, tied for top honors with *Ariel Investments* in the Men's Top Flight division in last year's D.C. competition. *Ariel Slow and Steady* went on to win their fourth Hoop It Up World Championship in six years.

Hoop It Up is a series of exciting weekend basketball celebrations providing games, concessions and entertainment. The National Hoop It Up Tour is comprised of 29 qualifying local events held throughout the United States from March through September, culminating with the World Championships this summer. The nationwide tour is expected to attract an estimated 400,000 participants and spectators.

HOOP IT UP D.C. EVENT SCHEDULE:

Saturday, April 24	Basketball competition	9 a.m. – 5 p.m.
	Slam-Dunk Contest	1 p.m. – 2 p.m.
	Three-Point Contest - Prelims	10 a.m. – 1:30 p.m.
	Three-Point Contest – Finals	2 p.m. – 3 p.m.
Sunday, April 25	Basketball competition/Finals	9 a.m. – 5 p.m.

REGISTRATION/MORE INFO: Visit www.hoopitup.com or call 1-888-997-PLAY

DEADLINE TO REGISTER: April 20, 2010, 2:00 AM (EST)

About the Washington Convention and Sports Authority

The Washington Convention and Sports Authority (WCSA) creates economic and community benefits for the District through the attraction and promotion of hospitality, athletic, entertainment and cultural events. The Authority owns and manages the Walter E. Washington Convention Center, an anchor of the District's hospitality and tourism economy that generates over \$400 million annually in total economic impact for the city. The Authority also owns and manages the Stadium-Armory campus, which includes Robert F. Kennedy Memorial Stadium, the DC Armory and the surrounding Festival Grounds, and serves as the owner and landlord for Nationals Park. For more information, please visit www.wcsa.com.

About BEST

BEST is a unified full-service sports and entertainment company. Current clients include Super Bowl MVP Santonio Holmes, 2009 NFL Draft first round picks Aaron Maybin and Percy Harvin, Reggie Bush and DeAngelo Hall; NBA All-Stars Shawn Marion and Rasheed Wallace, as well as potential 2009 NBA Lottery pick Ricky Rubio; Australian, French and US Open Champion Justine Henin and ATP #1 ranked doubles team Bob and Mike Bryan. Media & Event properties include the US Open Tennis Championship, the French Open Tennis Championship, the Legg Mason Tennis Classic, numerous US-based ATP tournaments, Rock 'n Racquets, Hoop It Up, Let It Fly, Kick It, the Boston Marathon, the Superstars Competition, Ice Wars, the World Cup of Softball, The Hartford Hall of Fame Showcase and the Men's and Women's Fifth Third Bank Tennis Championships. www.experienceBEST.com