

PRESS RELEASE
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**Northeast 3x3 Basketball Federation announces its Inaugural Summer
Tournament will take place at Burgo Basketball Association Courts on
August 4 - 6, 2017**

*Entertaining event will unite 600 players of all ages and abilities in competitive,
fun environment*

Waltham, MA — The Northeast 3x3 Basketball Federation is excited to present its Inaugural Summer Tournament on the weekend of August 4 - 6, 2017 at the Burgo Basketball Association Courts in Dartmouth, MA.

The outdoor tournament is expected to feature 150 teams and 600 players during a three-day weekend family-friendly festival of the sport's most popular version for both skill development and entertainment.

There are competitive divisions open for players of both genders; as young as nine years old all the way through to an age 30-plus 'Legends' division.

The Northeast 3x3 Basketball Federation was born out of a collaboration, conversation and opportunity thought up between sports business leaders from Massachusetts' Southcoast.

"I have always found the best organizations are those that see the big picture and see how that by working together, the greatest things can be achieved," said Zach Rocha, founder and CEO of Northeast 3x3 Basketball Federation. "I feel that this tournament will be an annual showcase event of not only this sport but the Southcoast community and that the leaders involved are what will drive its success."

Rocha, whom is also the co-founder and executive director of Sidekick Sports Academy, has seen the global rise of 3x3 basketball (also known as 3v3 or 3-on-3) internationally and knows that domestically this coming summer's BIG3 league for retired NBA legends will put the sport on the American map.

He elicited support from Steve Burgo (president and founder of the Burgo Basketball Association), Manny DeBrito, (president and founder of A's Before J's), Bill Shea,

(president and founder of Southcoast 3on3), and Marques Houtman (UMass Dartmouth Basketball Hall of Famer) and all of them have managing director roles within Northeast 3x3 Basketball Federation.

“It’s not often organizations get together to do something of this magnitude,” said DeBrito. “I’m excited for the collaboration and I know this is just the first of many.”

According to an International Olympic Committee study, 3x3 Basketball is the fastest growing urban sport in the world. FIBA, the sport’s international governing body, has stated that it wants the sport to be its own stand-alone Olympic sport. This past winter, the jr. NBA launched a 3v3 initiative within its curriculum.

“I am excited to be part of this event. Three-on-three competition is what brings out the best in any real baller!,” said Houtman, who played over ten years professionally overseas and for the Cape Verdean National Team. “Man to man, in your face, show and prove. I’m happy something this big is coming to my hometown area.”

The Northeast 3x3 Basketball Federation has created its competition rules uniquely, drawing from BIG3 (four-point shot), FIBA (score limit or time limit), jr. NBA (substitutions on-the-fly) and even the US Futsal Federation (overtime free-throw shootout).

“Our leadership team has made successful careers out of providing fun education and family-friendly entertainment opportunities through sports. We have full confidence in our mission and that it will make all the hard work worth it,” said Rocha.

Registration for the Northeast 3x3 Basketball Federation can be found online at ne3x3hoop.com. There are early-bird deadlines of May 1 (\$150/team), June 1 (\$175/team) and July 15 (\$200/team). The event will also feature a four-point shootout and dunk contest.

Prizes for winning teams include customized adidas James Harden Volume 1 shoes designed by Sidekick Illustrations’ Ethan Weinstein.

ABOUT

Northeast 3x3 Basketball Federation (ne3x3hoop.com) is a professional basketball company, specializing in education and community development. We are centrally located in Greater Boston, Massachusetts.

Founded in 2017 by Zach Rocha in Boston, Mass., the Northeast 3x3 Basketball Federation holds on-court (indoor & outdoor) programming primarily in Massachusetts.

The Northeast 3x3 Basketball Federation operates clinics, leagues and tournaments.

The Northeast 3x3 Basketball Federation is a direct affiliate of Sidekick Sports Academy. Sidekick runs a wellness program for children with special needs and adults with disabilities.

Sidekick Sports Academy, boasts programming for art, basketball, flag football, futsal, soccer, track & field and more.