



FOR IMMEDIATE RELEASE

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POINT 3 ANNOUNCES NATIONAL NETWORK OF GRASSROOTS EVENT PARTNERS

Basketball apparel brand reach extends to half million players and coaches during its Showcase Season

ATLANTA, GA (April 19, 2018) – POINT 3 Basketball today announced the launch of its *Showcase Season*, a series of partnerships with grassroots event operators providing the apparel brand with an extended nationwide network of youth basketball players, coaches and fans they will reach during the 2018 Spring/Summer travel basketball season.

POINT 3 brand ambassadors will be on-site at more than 100 youth basketball tournaments held across the country through the end of July, interacting with players and coaches, gathering game footage and selling POINT 3 apparel. *Showcase* partners were selected not only on their reputation for organizing high quality events featuring elite competition, but their history of providing access to basketball players of all skill levels with professionally run tournaments.

“Travel basketball, namely AAU, has been given a bad rap because of a few rotten apples,” offered POINT 3 Basketball Chief Operating Officer Mikko Simon. “We are so proud to partner with and support this network of grassroots event operators who have been running top quality basketball tournaments the right way for so many years. Our missions align perfectly as we interact with players, coaches and parents on a national basis through our network of *Showcase* partners.”

POINT 3’s 2018 *Showcase Season* kicked off in early April and will accelerate with the beginning of the NCAA Live Evaluation Period starting April 20, when POINT 3 brand ambassadors will be on-site at tournaments hosted by the following *Showcase* partners:

Region – Showcase Partner:

Northeast/Midwest - The Hoop Group (www.hoopgroup.com)

Northeast – BasketBull (www.basketbull.org)

Mid-Atlantic - Big Shots Nation (www.bigshots.net)

Southeast – HoopSeen (www.hoopseen.com)

Southwest - PrimeTime Sports (www.primetimesportz.com)

West Coast - JamOnIt (www.jamonittournaments.com)

For more information, please visit www.POINT3Basketball.com/ShowcaseSeason

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About POINT 3 Basketball (www.POINT3Basketball.com)

POINT 3 is the brand for the next generation of basketball players. Dedicated to helping ballplayers own the court in critical moments, POINT 3’s innovative gear features patented DRYV® Technology, which has helped eliminate turnovers and missed jumpers since 2010. From youth programs to professional players, POINT 3 remains focused on its mission to inspire players to change the game. Learn more about the POINT 3 Team Uniform Program at team.point3basketball.com and visit the POINT 3 Online Store at www.point3basketball.com.

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