



FOR IMMEDIATE RELEASE

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**POINT 3 Basketball Partners With Sports & Arts in Schools Foundation, New York City's Largest After School Programs Provider**

*New York Knicks' Non-Profit Affiliate to Wear Uniforms Provided by the Official Outfitter of Jr. Knicks*

**ATLANTA, GA** (Dec. 2, 2016) -- POINT 3 Basketball announced it has reached an agreement with [the Sports & Arts in Schools Foundation](#) (SASF) of New York to outfit students with uniforms for its New York Knicks-sponsored elementary and middle school afterschool basketball programs for the Winter 2016-2017 season.

Beginning December 3, the 600+ elementary and middle school league participants will practice and play wearing POINT 3's high-performance reversible jerseys featuring the New York Knicks' Jr. NBA program logo, as well as uniform shorts featuring POINT 3's patented DRYV® Technology, an absorbent, towel-like fabric incorporated directly into the shorts.

In addition, POINT 3 will be the jersey provider of choice for SASF's Annual 1,000-Player 3x3 Tournament, held during President's Week from February 20 - 24, 2017.

"We're very happy to add SASF to our fast-growing list of partners," said Mikko Simon, VP of Marketing for POINT 3 Basketball. "We've had a great working relationship with the Knicks outfitting their summer camps, and it's very exciting to extend our partnership to this Jr. Knicks program partner."

"The Jr. Knicks Program, a partnership between SASF and the New York Knicks, has been of great value for the children that benefit from our organization's afterschool programs," said Maureen Fonseca, Chief Executive Officer of The Sports & Arts in Schools Foundation. "Collaborating with POINT 3 Basketball to equip our students with athletic uniforms will only further support team building and morale as they compete."

More information about POINT 3 Basketball team uniforms can be found online at <http://www.point3basketball.com/collections/team-uniforms>.

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POINT 3 Basketball ([www.POINT3Basketball.com](http://www.POINT3Basketball.com)) is the fastest-growing basketball apparel brand in the industry. Dedicated to helping ballplayers own the court in critical moments, POINT 3's innovative gear features its patented DRYV® Moisture Control technology, which has helped eliminate thousands of turnovers and missed jumpers since 2010. POINT 3 is the official outfitter of the Atlanta Hawks,

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Brooklyn Nets and New York Knicks Jr. NBA programs in addition to the thousands of youth worldwide. Learn more about POINT 3's commitment to the game and community outreach programs at [www.POINT3Basketball.com/WeCare](http://www.POINT3Basketball.com/WeCare).

### **About the Sports & Arts in Schools Foundation (SASF)**

The Sports & Arts in Schools Foundation (SASF) is a non-profit organization and one of the largest providers of school-based afterschool programs in New York City and the metropolitan region. The organization typically serves students from low-income neighborhoods, who attend academically struggling schools in grades K through 12. More than 150 public schools are served through programs year-round (including Saturdays, over the summer, and holiday periods). To learn more, visit: [www.SASFNY.org](http://www.SASFNY.org).

### *SASF NY Jr. Knicks Uniforms*



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