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FOR IMMEDIATE RELEASE

PHX3on3 Basketball Tournament Opens Registration on January 13

All Ages and Skill Levels Welcome to Participate in the Two Day Tournament

PHOENIX, Ariz. (January 8, 2014) – The PHX3on3 is a new 3-on-3 basketball tournament coming to the streets of downtown Phoenix on **April 19-20, 2014**. Open to all ages, whether competitive, recreational or spectating, this tournament promises to be an exciting event for families and hoop fans alike. Registration opens on Monday, January 13 via online at www.PHX3on3.net and forms are available for pickup at various organizations around the Valley.

The PHX3on3 Divisions will include (grades 3-8), High School, Co-Ed, Wheelchair, Adult and Adult Elite. With 80 half-courts surrounding US Airways Center and several streets in downtown, the tournament is expected to draw tens of thousands of spectators. PHX3on3 teams will come from schools, recreational facilities, club leagues, businesses and civil services such as police, fire departments and the military. There will even be a men's and women's wheelchair division.

Presented by Ak-Chin Indian Community, the PHX3on3 is a family-friendly event and will include a Youth Fun Zone area, Fan Fest, professional dunk contest, local celebrity appearances and much more. PHX3on3 is partnering with Spokane Hoopfest, the largest 3-on-3 basketball tournament in the world which hosts more than 7,000 teams.

“Basketball has always been an integral part of the Phoenix community and we are thrilled to bring it back to the streets of downtown Phoenix” says GinaMarie Scarpa, founder of the PHX3on3. “We welcome everyone to participate as a player or spectator as we have some great things planned. Our goals are to bring thousands of people to downtown to enjoy a fun event, while creating an economic impact on area businesses.”

PHX3on3 is in partnership with Spokane Hoopfest, US Airways Center, Phoenix Suns, Phoenix Mercury, YMCA and the National Wheelchair Basketball Association. **Sponsors include:** Ak-Chin Indian Community, Ultra-Star Multi-tainment Center Ak-Chin, Harrah's Ak-Chin Casino, Majerle's Sports Grill and media sponsors Fox 10 and MY45.

If you are interested in partnering with the PHX3on3, please contact Ian La Cava at 602-633-2122 or ian@artigueagency.com.

To register a team or for more information, visit www.PHX3on3.net

All proceeds benefit the NABI Foundation a 501 (c) (3) youth non-profit. Tax ID #43-1967299

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