



## **EIGHTH ANNUAL NIKE BASKETBALL 3ON3 TOURNAMENT RETURNS TO L.A. LIVE, AUGUST 5-7**

### **ESPNA 710AM ALL-STAR CELEBRITY GAME RETURNS LEADING OFF THE 8<sup>th</sup> ANNUAL BASKETBALL TOURNAMENT**

**Los Angeles, Ca. (June 16, 2016)** – California’s largest outdoor 3-on-3 basketball tournament, the **Nike Basketball 3ON3 Tournament** returns to the streets of Downtown Los Angeles and L.A. LIVE for its 8<sup>th</sup> consecutive year, tipping-off with the return of the **ESPNA 710AM All-Star Celebrity Game in partnership with Nike Basketball 3ON3 Tournament** benefiting the Stuart Scott Memorial Cancer Research Fund at The V Foundation. The three-day event, Friday, August 5-Sunday, August 7, will feature more than 1,500 teams, 5,000 players and 25,000 spectators which has become a summer family favorite event at L.A. LIVE. The ESPN LA 710AM All-Star Celebrity Game will take place on Friday, August 5 at 7:00 PM, followed by two days of 3-on-3 basketball competition August 6-7.

Registration for players of all ages and skill levels is now open and entry forms for players can be found at [nike3on3.com](http://nike3on3.com). Athletes are encouraged to sign up beginning today as brackets will fill up quickly for what is expected to be the largest tournament registration to date. Three-on-three tournament games will take place on approximately 100 outdoor basketball courts with over twenty interactive vendors and basketball-themed activities taking place throughout the event’s footprint.

Returning after its inaugural year, will be the highly anticipated second annual **ESPNA 710AM All-Star Celebrity Game in partnership with Nike Basketball 3ON3 Tournament**, leading off the weekend on Friday, August 5. Proceeds from the event will benefit the Stuart Scott Memorial Cancer Research Fund at The V Foundation. ESPNLA on-air personalities, Marcellus Wiley, John Ireland, Ben Lyons, Dr. Robert Klapper, Travis Rodgers, Brian Kamenetzky, Andy Kamenetzky, and Jeff Katz will battle against some of today’s favorite film and television celebrities on the

court, celebrity names will be announced at a later date. The game will feature a special half-time performance and there will be exclusive prizes and photo opportunities for fans in attendance. Tickets to the ESPNLA 710AM All-Star Celebrity Game are available for purchase at [Nike3on3.com](http://Nike3on3.com). Prices for tickets range from \$25 to \$250 and limited VIP Packages are also available. Teams that register for the Nike Basketball 3ON3 Tournament will receive a discount code for \$5 off your ticket to the ESPNLA 710AM All-Star Celebrity Game.

Scott McCarthy, Vice President/General Manager, ESPNLA said, "We're very excited to partner with AEG once again to bring back the ESPNLA All-Star Celebrity Basketball Game on Friday night, where fans will get to see our ESPNLA on-air personalities compete against a Hollywood All-Star team, all for a great cause, The Jimmy V Foundation."

Complete team registration for the Nike Basketball 3ON3 Tournament starts at \$180 for the Youth division (ages 8-12), \$180 for the Teen division (ages 13-19), \$200 for Adult division (ages 20 and over) and \$240 for the Adult Elite division (ages 18 and over). Entry fees for all divisions will increase \$10 respectively after July 2. All ages and skill levels are invited to play. Each team must have a minimum of three players and a maximum of four players to participate. Registration for Special Olympics and Wheelchair divisions is open to all ages and is free of charge; teams can register by visiting [Nike3on3.com](http://Nike3on3.com).

**Nike Basketball 3ON3 Tournament's** website features an upgraded and improved registration experience that allows players and captains to easily navigate. Captains can form their teams and make changes, free of charge, until August 3<sup>rd</sup>. After this point there will be a \$20 charge per player change.

The 2015 tournament drew the most teams in the event's history, nearly tripling in size from its first year. The tournament has become a Southern California tradition that attracts the best teams from California and across the country. Around L.A. LIVE, STAPLES Center and along Chick Hearn Court, the **Nike Basketball 3ON3 Tournament** will be the home of approximately 100 outdoor basketball courts and an interactive Fan Fest to accommodate the thousands of athletes, guests and families participating and attending this year's event.

As the largest 3-on-3 basketball tournament in California, **Nike Basketball 3ON3 Tournament** has continued to partner with leaders in the sports industry to continue to deliver valuable assets for all participants. Official sponsors of the **Nike Basketball 3ON3 Tournament** include **Nike Basketball**, **POWERADE®**, **Toyota**, **Big 5 Sporting Goods**, and **Bodybuilding.com**.

Opportunities and custom brackets for corporate wellness partners are available at a discounted rate and through the corporate donation program; several opportunities for organizations to support the local community by purchasing sponsored brackets will allow underprivileged Los Angeles youth teams to participate in the **Nike Basketball 3ON3**

**Tournament.** Players of all ages, gender and skill levels are invited to participate in the **Nike Basketball 3ON3 Tournament**. Individual brackets will be divided into appropriate divisions based on a combination of skill, age, gender and height to achieve “level” competition.

The tournament features six main divisions of play: Adult Elite, Adult, Teen, Youth, Special Olympics and Wheelchair. The player’s next grade for the Teen division must be 9th-12th and player’s next grade for the Youth division must be 3rd-8th. Adult, Teen and Youth divisions feature two competition levels: recreational and competitive. The Nike Elite Division will consist of three categories of players: Women, Men's 6 Foot and under and Men’s Over 6 Foot. Brackets will be formed based upon these criteria and those delineated above. Participants can register their teams online at [nike3on3.com](http://nike3on3.com).

The **Nike Basketball 3ON3 Tournament** is free and open to the public. The three-day experience will feature a variety of events at the Nike Center Court, including the highly anticipated Nike Slam Dunk Contest, **POWERADE**® 3-Point Contest, and over 20 interactive vendors and basketball-themed activities. Complete information about registration, eligibility, rules and bracketing can be found at the official **Nike Basketball 3ON3 Tournament** website, [Nike3on3.com](http://Nike3on3.com). For additional information and up to the minute details, follow the official Twitter account at [twitter.com/nikebball3on3](https://twitter.com/nikebball3on3), the official Facebook page at [facebook.com/nike3on3](https://facebook.com/nike3on3) and the official Instagram account at @nike3on3.

### **About ESPNLA**

ESPNLA serves fans with total coverage of sports in Southern California and beyond. ESPNLA 710AM provides sports talk, local and national play-by-play, and breaking news coverage. ESPNLA 710AM is the exclusive home of the Los Angeles Lakers, University of Southern California Football and Basketball, College Football Playoff, Major League Baseball, the National Basketball Association, and is in partnership with the Los Angeles Angels of Anaheim. Live streaming and podcasts for select content are available on [ESPNLA.com](http://ESPNLA.com), the #1 sports website in Southern California.

### **About L.A. LIVE**

**L.A. LIVE** is a 4 million square foot / \$3 billion downtown Los Angeles sports and entertainment district adjacent to **STAPLES Center** and the **Los Angeles Convention Center** featuring **The Novo by Microsoft**, a 2,300 capacity live music venue, **Microsoft Theater**, a 7,100-seat live theatre, a 54-story, 1001-room convention “headquarters” destination (featuring **The Ritz-Carlton**, **Los Angeles** and **JW Marriott Los Angeles at L.A. LIVE** hotels and 224 luxury condominiums – **The Ritz-Carlton Residences at L.A. LIVE** – all in a single tower) , the **GRAMMY Museum**, the 14-screen **Regal Cinemas L.A. LIVE: A Barco**

**Innovation Center** theatre, broadcast facilities for **ESPN** along with entertainment, residential, restaurant and office space.

Developed by Los Angeles-based AEG, **L.A. LIVE**, considered to be the nation's most active 'live content and event campus,' has become the region's most in-demand and busiest hospitality location featuring 260,480 sf of conference center and ballroom facilities, world-class restaurants including **TWP24, Fleming's Prime Steakhouse & Wine Bar, Katsuya, Lawry's Carvery, Rock 'N Fish, Rosa Mexicano, Starbucks, Triple 8, Ford's Filling Station, Smashburger, Live Basil Pizza, Tom's Urban 24, Yard House, Wolfgang Puck Bar & Grill and BOCA at the Conga Room** and others; 100,000 sf special events deck, the famous **Lucky Strike Lanes and Lounge**, the celebrity owned **Conga Room**, a one-of-a-kind **GRAMMY Museum**, saluting the history of music and the genre's best known awards show all centered around **Microsoft Square**, a 40,000 sf outdoor event space.

With **Microsoft Theater** and **Microsoft Square** which came on-line in October, 2007, and the hotel, residential and meeting space components opened as of April, 2010 combined with the assets, resources and infrastructure of **STAPLES Center** and the **Los Angeles Convention Center**, **L.A. LIVE** showcases more events, award shows, sporting competitions, concerts and hospitality options than any other destination in the world.

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