

# Introducing HOOPLANDIA – Largest 3-on-3 Basketball Competition and Festival on East Coast Planned for Greater Springfield June 26-28, 2020

SPRINGFIELD, Mass., Sept. 4, 2019 (SEND2PRESS NEWSWIRE) – Greater Springfield, Massachusetts is the birthplace of basketball. And now, the birthplace of an extraordinary new event to celebrate one of the great games on Planet Earth. Introducing HOOPLANDIA, the largest 3-on-3 basketball competition and celebration on the East Coast – planned for June 26-28, 2020 and hosted by Eastern States Exposition and the Naismith Memorial Basketball Hall of Fame.



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The event will feature hundreds of games for thousands of players of all ages and playing abilities, with divisions for young girls, boys, women, men, high school elite, college elite, pro-am, “over the hill,” wheelchair, wounded warrior, special Olympians and more.

**Other features:**

- 100 outdoor blacktop courts throughout the roadway and parking lot network of the Eastern States Exposition fairgrounds in West Springfield.
- Slam-Dunk, 3-Point, Free Throw, Dribble Course, Vertical Jump and Full Court Shot skills competitions.
- Themed State Courts mobilized along the Exposition's famed Avenue of States, with replica capitol buildings of the six New England states.
- Showcase games in the historic Eastern States Coliseum and Hall of Fame's Court of Dreams.

"Eastern States is proud to co-host this new signature event for all of New England and beyond," said Eugene J. Cassidy, President and CEO, of the Eastern States Exposition in West Springfield, Mass. "We always look for paths to reinvent our role in promoting commerce and community and appreciate opportunities to collaborate with other regional icons, like the Basketball Hall of Fame. We are excited to transform our grounds into the magical kingdom of Hooplandia for thousands of visitors next summer."

John Doleva, President and CEO of the Naismith Memorial Basketball Hall of Fame added, "The role of Greater Springfield in the global growth of basketball is undeniable, from Dr. James Naismith to our annual Enshrinement Week at the Hall of Fame and points in-between. Hooplandia is a natural extension of this legacy, with a grassroots competition and celebration befitting this area and all of New England. We are thrilled to help launch and build this event, which we hope will inspire hoopsters of all ages from throughout the Northeast."

A year-long community outreach effort is underway. Registration opens on March 1, 2020. Information and engagement available now:  
<https://hooplandia.com/> or Instagram: @hooplandia.

For more on the hosts, see: <https://www.easternstatesexposition.com> and <http://www.hoophall.com>.

The event is an initiative of Society Events + Experiences, a California-based company.

\*LOGO link for media:

<https://www.Send2Press.com/300dpi/19-0904s2p-hooplandia-logo-300dpi.jpg>