



## iHoops.com to Launch on Oct. 26

*New Online Destination from the NBA and NCAA's Joint Youth Basketball Initiative Provides Parents, Coaches, and Players with the Skills and Knowledge to Succeed Oncourt and in Life*

INDIANAPOLIS, Oct. 26, 2009 - iHoops, the official joint youth basketball initiative of the NCAA and the NBA, has launched its web site, iHoops.com, which provides support services and programs for parents, players, coaches, officials, and administrators of youth basketball programs.

"iHoops.com will serve as an essential resource for the youth basketball community," said Kevin Weiberg, iHoops CEO. "This site will be the definitive online source where everyone intimately involved in youth basketball can find the valuable tools and information they need to succeed."

Visitors to [www.iHoops.com](http://www.iHoops.com) will find training techniques to enhance their shooting, passing, ball handling and defense skills; classroom knowledge in areas like rules of the game; educational programs for coaches and officials; health and wellness tips for the body and mind; and information on the importance of education, life skills, the value of the game, and much more.

Once fully developed, iHoops.com will feature the latest in video and 3D-animation technology as well as a suite of mobile applications allowing users to interact with the iHoops.com community via their mobile device. The site will also feature tools to create the ultimate online basketball community, including user profiles, blogs, forums and groups. iHoops.com will be fully integrated into the social media space through Facebook, twitter, MySpace and YouTube.

The NBA and NCAA created iHoops to provide a structure and develop programs to improve the quality of youth basketball in order to enhance the athletic, educational and social experience of the participants. In addition to their commitment in founding iHoops, the NBA and NCAA are assisting in the promotion of the groundbreaking initiative by making available substantial television, on-line and in-arena exposure over the next several years.

Technology provider Active.com, a division of The Active Network, Inc., will produce and manage iHoops.com and drive visitor engagement on the site through a wide range of online resources, including original media content, message boards, video instruction, social media applications, ecommerce, event registration and more.

“iHoops.com fills a void within the youth basketball community and has the ability to make a tremendous impact both on and off the court,” said Alan Cole, vice president of Active.com. “Active.com has served the youth sports market for many years, and we are very proud to be a part of such a beneficial program.”

iHoops Board Members include NBA Executive Vice President of Social Responsibility and Player Programs Kathy Behrens, Attorney and college basketball television analyst Len Elmore, NBA Executive Vice President of Basketball Operations Stu Jackson, Duke University men’s basketball Head Coach Mike Krzyzewski, , NCAA Senior Vice President of Basketball and Business and Strategies Greg Shaheen, and NBA Deputy Commissioner Adam Silver.

#### **About the NCAA**

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

#### **About the NBA**

The NBA, founded in 1946, is a professional sports league and global business that features 30 teams in the United States and Canada. During the 2008-09 season, NBA games reached 215 countries and territories in 41 languages. The league’s worldwide reach was also reflected in the 77 international players from 33 countries and territories on NBA rosters. NBA merchandise is sold in more than 100,000 stores in 100 countries on six continents. NBA.com averages more than five million daily visits, with more than 50 percent of the site’s visitors coming from outside of North America. Through NBA Cares, the league, its teams and players have donated more than \$110 million to charity, provided more than one million hours of hands-on service to communities around the world, and created more than 425 places where kids and families can live, learn, or play.

#### **About Active.com**

Active.com is the leading online community for people who want to discover, learn about, share, register for and ultimately participate in activities about which they are passionate. Millions of active individuals visit Active.com each month to search and register online for races, team sports and recreational activities; interact with others who have similar interests; start online training programs; and access nutrition, fitness and training tips.

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