



FOR IMMEDIATE RELEASE

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DOUBLE DOG SPORTS AND ENTERTAINMENT PRESENTS HORSE N AROUND HOOPS AT THE COLLEGE BASKETBALL EXPERIENCE

Kansas City, MO- July 13, 2009- On July 17, 2009 from 2-5pm at the College Basketball Experience (CBE) in downtown Kansas City (Sprint Center), top Kansas City area H.O.R.S.E. players and select Hollywood celebrities converge on Kansas City to play in the trick shooting tournament for a chance to win \$25,000. The H.O.R.S.E. tournament winner will have the opportunity to shoot for the \$25,000 grand prize and to play David Kalb- the famed winner of a one-on-one game of H.O.R.S.E. against NBA great LeBron James which has been an internet viral video favorite.

The tournament winner will need to successfully complete a layup, free throw, three-pointer and a half court shot in 25-seconds to win the \$25,000 cash grand prize.

Cyck Cozart, from the films *White Men Can't Jump* and *Blue Chips* along with Jimmie "JJ" Walker of television's *Good Times* fame will be in attendance. Walker will serve as an MC and color commentator for the event.

Kansas City is the chosen site for the national launch for HORSE N AROUND HOOPS which is produced by Keith Zimmerman and Double Dog Sports and Entertainment. Various Hollywood media and reality show representatives will be in attendance to evaluate the event's TV potential and appeal.

"This is an exciting opportunity for the College Basketball Experience," said Kevin Henderson, CEO. "The CBE consistently works to produce or host interesting, compelling and entertaining basketball programming for Kansas City on a regular basis and we look forward to this very unique offering that mixes a little Hollywood glitter with our city's tradition and heritage of collegiate basketball."

Local H.O.R.S.E. participants scheduled to appear include Lester Earl, Tony Temple, Tim Blackwell, Terry Nooner and other local former college hoops players.

Admission is discounted for this event and is \$7 for all persons 6 years of age and older beginning after 1pm. Kid's 5 and under will be admitted free of charge.

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For more information and to view the David Kalb vs. LeBron James video, go to: www.doubledogsports.com and click the HORSE link.

About the College Basketball Experience at Sprint Center

The award-winning and nationally recognized College Basketball Experience (CBE), which also includes the National Collegiate Basketball Hall of Fame, is regarded as the national celebration for the sport of men's collegiate basketball. The CBE contains two distinctive floors of basketball activities – numerous high-tech interactive basketball stations let fans experience the game first-hand while the National Collegiate Basketball Hall of Fame celebrates the history of the game. The CBE opened in October, 2007 and has enjoyed over 150,000 visitors since opening its doors and is highly regarded as a key component in the resurgence and redevelopment success of downtown Kansas City, Missouri.