



iHoops Signs Partnership with Connor Sport Court International

-- Youth Basketball Initiative for NCAA and NBA Adds Official Flooring Partner --

Salt Lake City, Utah (PRWeb)—April 27, 2010— iHoops, the official youth basketball initiative for the NCAA and NBA, today announced Connor Sport Court International® as official flooring partner.

“One of the primary goals of the partnership is to increase participation in youth basketball,” said Ron Cerny, President and CEO of Connor Sport Court International. “Through the variety of programs iHoops offers, it’s a wonderful opportunity for Connor Sport Court to provide support to boys and girls at a grassroots level.”

The goal of iHoops is to establish a structure and develop programs to improve the quality of youth basketball in America in order to enhance the athletic, educational and social experience of the young people who participate.

“Connor Sport Court has made tremendous contributions to improving the quality of the game and we look forward to what its market leadership brings to iHoops’ initiatives on the court,” added Neil Dougherty, Director of Athlete and Coach Programs at iHoops.

iHoops offers several participation programs for players ages 6 to 18, their parents, coaches, officials, and administrators. Among its offerings is the iHoops Skills Challenge, a free nationwide program that provides boys and girls the opportunity to showcase their abilities in timed competitions. The national finals will be held on May 19 in Orlando. The Right Guard Total Defense Challenge allows high school boys to upload videos of their best defensive plays to iHoops.com. Thirty winners will be chosen to attend the program’s defensive challenge event in New Orleans.

Additionally, iHoops First Team, a mentoring program providing services and support for nearly 200 of the nation’s top high school basketball players and their parents, emphasizes the value and advantages of obtaining a college education through participation in athletics.

The recent addition of USA Basketball as a program partner supports iHoops' aim to continue to build a unified coalition of the sport's key stakeholders including founding partners -- adidas, Nike, Right Guard and Spalding -- as well as the Amateur Athletic Union, National Federation of State High Schools, major coaches associations, and other organizations that sponsor or support youth basketball programs.

For full details on iHoops and its programs, please visit www.ihoops.com.

About Connor Sport Court International

More athletic events are played on Connor Sport Court surfaces than on any other sports flooring in the world. Connor sports floors have established themselves as the standard for professional and elite sports since the company was founded in 1872. Sport Court® is a registered trade mark of Connor Sport Court International. Since 1974, it has identified the original and authentic modular sport surface, continuously improved and patented to provide the highest levels of quality and performance. Connor Sport Court is proud to be the only sports surfacing company in the world that is independently audited and verified as "Zero Waste" and fully ISO 9001:2008 certified.

About iHoops

iHoops is the official youth basketball initiative of the NCAA and NBA. Its mission is to establish a structure and develop programs to improve the quality of youth basketball in America in order to enhance the athletic, educational and social experience of the participants. For more information on iHoops programs go to www.iHoops.com.

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