



www.nikebasketball.com/eliteyouth

NIKE Elite Youth Basketball Unveils The Inaugural “EYBL” *New U17 Travel Team League Highlights Spring/Summer Schedule of Events*

Beaverton, Oregon (March 4, 2010) – NIKE, Inc. has announced the launch of its inaugural **EYBL** (Elite Youth Basketball League) featuring its forty-two (42) elite travel team programs beginning this spring with four 17 & under events, culminating with the EYBL Finals at the NIKE Peach Jam in North Augusta, SC from July 12-15, 2010.

The EYBL will tip-off at the Boo Williams Sportsplex in Hampton, VA from April 9-11. The final two regular season events will be held at League America in Houston, TX on May 14-16 and in Los Angeles, CA over Memorial Day Weekend (May 29-31) at a to be determined location. The teams and schedule will be officially announced at a later date.

In addition to the EYBL, the front-end of the summer is designed to help players through skill development. The nation's best underclassmen tip-off the summer at the NIKE Hoop Jamboree in St. Louis from June 10-13. At the end of June, the elite high school players throughout the country are selected to attend a positional Skills Academy with Utah's Deron Williams (point guards), Boston's Paul Pierce (wings), Oklahoma City's Kevin Durant (wings) and Phoenix's Amar'e Stoudemire (forwards/centers) held separately over June 24-30 in Chicago, IL, followed by a culminating academy for all players with reigning MVP LeBron James at the University of Akron from July 5-7. All five Skills Academies will be closed to college coaches for the participants to focus on improving themselves in both an individual and team setting with special situation drills.

“NIKE is committed to providing a platform for the top high school players to improve their game with an assist from the top players in the NBA and the best instructors in the game of basketball during our skills academies” said Mike Hackman, NIKE's Elite Youth Director. “The addition of the EYBL provides an organized and exciting format for these elite athletes to consistently compete against the best players.”

Following a successful first year, the King City Classic will return to Cleveland State University's Wolstein Center in Cleveland, Ohio on July 8-9. The event is designed for the nation's top 80 high school players to compete head-to-head in a national tournament. Hundreds of college coaches, scouts and media are expected to attend.

Media credential request forms for open events will be available after March 15th in the media section at www.nikebasketball.com/eliteyouth.

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- 2010 Schedule Attached -



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2010 NIKE Elite Youth Spring/Summer Schedule

EYBL Regular Season – Week #1

Boo Williams Sportsplex

April 9-11, 2010

Hampton, VA

Open to the Public

EYBL Regular Season – Week #2

League America

May 14-16, 2010

Houston, TX

Open to the Public

EYBL Regular Season – Week #3

Location TBD

May 29-31, 2010

Los Angeles, CA

Open to the Public

NIKE Hoop Jamboree *(Closed to college coaches)*

Top 100 underclassmen

St. Louis, MO • St. Louis University (Simon Recreation Center) • June 10-13

Closed Event

Deron Williams Skills Academy *(Closed to college coaches)*

Top 15-20 High School Point Guards / Top 10 College Point Guards

Chicago, IL • June 24-26

Closed Event

Amar'e Stoudemire Skills Academy *(Closed to college coaches)*

Top 15-20 High School Big Men / Top 10 College Big Men

Chicago, IL • June 24-26

Closed Event

Kevin Durant Skills Academy *(Closed to college coaches)*

Top 15-20 High School Wings / Top 10 College Wing Forwards

Chicago, IL • June 27-29

Closed Event

Paul Pierce Skills Academy *(Closed to college coaches)*

Top 15-20 High School Wings / Top 10 College Shooting Guards

Chicago, IL • June 27-29

Closed Event

LeBron James Skills Academy *(Closed to college coaches)*

Top 80 High School Overall Players / Top 20 College Overall Players

Akron, OH • University of Akron (James A. Rhodes Arena) • July 5-7

Closed Event

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King City Classic – OPEN to College Coaches

Team Tournament featuring Top 80 Overall Players

Cleveland, OH • Cleveland State University (Wolstein Center) • July 8-9

Open to the Public

EYBL Finals at the Peach Jam – OPEN to College Coaches

EYBL Playoffs and Championship Game

Top Sixteen 16 & Under Nike Teams Included

N. Augusta, SC • Riverview Park Activities Center • July 12-15

Open to the Public

NIKE Global Challenge (*Closed to college coaches*)

Eight-Team Tournament featuring Top 30 U.S. players and five International teams

August 2010

Open to the Public

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