



NEWS RELEASE

For Immediate Release: March 2, 2010

Contact: Mike Price
Greater Lansing Sports Authority
517-449-1406

Meghan Carmody
Greater Lansing Sports Authority
734-417-8967

March Magic Hoopfest Brings Interactive Fan Experience to Jenison Field House, March 18-20 and March 25-27

EAST LANSING, Mich. – After a very successful first year, the March Magic Hoopfest will return to the Jenison Field House to offer hands-on hoops fun for attendees of all ages. The added bonus for 2010 is that the family friendly event is now set for two great weekends instead of just one.

Held in conjunction with the MHSAA Boys and Girls State Basketball tournaments at the Breslin Center, the 2010 March Magic Hoopfest will be open and full of fun March 18-20 during the Girls tournament and March 25-27 for the Boys tournament. While the weekends of the fan fest have expanded, the cost has not. The event is free to 2010 MHSAA tournament ticket holders and for all others admission is just two dollars.

“The March Magic Hoopfest will take a great weekend of high school basketball games and help turn the MHSAA Championships into an event which will involve the Lansing area and the thousands of visitors coming to town,” said Mike Price of the Greater Lansing Sports Authority. “If you’re coming to the championships, Hoopfest is a destination to visit before and after the games; and if you’re not coming to the games, Hoopfest is a fun, wholesome, inexpensive, family activity.”

Along with taking part in numerous basketball activities and skill-stations, attendees can stroll the Hall of History, showcasing championship games, life-size photos and display boards of ages past. *See the following page for a complete list of activities.*

Also on tap is a basketball clinic that will take place for junior high/middle school students, conducted by the legendary basketball coaches from around the state of Michigan.

The March Magic Hoopfest is a result of a partnership between the Greater Lansing Sports Authority, a division of the Greater Lansing Convention and Visitors Bureau; and the Michigan High School Athletic Association, with vital support coming from Michigan State University.

Proud sponsors of the event include: Farm Bureau Insurance, Michigan State University, Greater Lansing Sports Authority, Dean Trailways & Transportation, WILX TV-10, Citadel Broadcasting, Traction, Art Craft Display, U.S. Army, Basketball Coaches Association of Michigan, Greater Lansing Convention & Visitors Bureau, Rawlings and the Breslin Student Events Center.

For those seeking more information about the March Magic Hoopfest please call 517-377-1411 or visit www.marchmagichoopfest.com

###

The Greater Lansing Sports Authority (GLSA) is a division of the Greater Lansing Convention and Visitors Bureau. The GLSA's mission is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region. The GLSA will strive to enhance the quality of life for area residents through the development of local sports and fitness programs for all ages, and to support the continued development and maintenance of safe, high-quality athletic facilities.

March Magic Hoopfest At A Glance

Location: Jenison Field House, Campus of Michigan State University, East Lansing, Michigan
See www.marchmagichoopfest.com for parking information and directions.

Dates & Times:

Thursday, March 18, 2010	11 a.m. – 7 p.m.
Friday, March 19, 2010	11 a.m. – 7 p.m.
Saturday, March 20, 2010	10 a.m. – 6 p.m.
Thursday, March 25, 2010	11 a.m. – 8 p.m.
Friday, March 26, 2010	11 a.m. – 8 p.m.
Saturday, March 27, 2010	10 a.m. – 8 p.m.

Learning From the Legends Clinic 8:30 - 10 a.m. Advance registration required.

Admission: \$2 per person, Free with MHSAA game ticket

Activities:

Learning From the Legends Youth Clinic

A free basketball clinic for boys and girls grades 4th through 8th will be held Saturday, March 27 from 8:30 – 10 a.m. Many great basketball coaches from around the state of Michigan will be the clinicians. All facets of basketball offensive and defensive skills will be taught at the clinic. Participation is limited to the first 160 children to register. Applications are available at www.marchmagichoopfest.com.

Dean Trailways and Transportation 3-Point Challenge

Just like the NBA! This three point challenge tests contestants' long range shooting skills from behind the arc. See if you can sink 12 shots in 30 seconds. Top point totals will be posted each day!

Rainbow Full Court Shot

Can you sink a long-distance game-winning buzzer beater? Here's your chance!

Free Throw Challenge

MSU basketball coach Tom Izzo shoots 100 a day and rarely misses. Step up to the line and see how many you can sink in a row. Top consecutive streaks are recorded on the leader board. Whoever makes the most in a row wins.

Pass for Points Can you dish the rock like Magic Johnson? Make your passes through various size holes in the target. The points get higher as the holes get smaller. Highest total points is the winner!

Driveway Knockout

Are you as fast as lightning? If so, you're good as gold, but if the player behind you makes it first, leave the game you will be told!

Around the World

This is a playground classic! Who can get around the world in the fewest shots? First one back home is the winner. Hurry before your passport expires!

U.S. Army Climbing Wall

Take your best shot and climb 30 feet to get to the top! Are you Army Strong?

Slam Dunk

Everyone loves to see a great dunk. Here's your chance to fly. Three dunks per turn.

Kidz Zone Games

Here's a place for our future stars to play. Stay as long as you want! The only requirement is to have fun!

- Lansing Parks & Recreation Obstacle Course
- Pop-A-Shot

Questions? The public is encouraged to contact the Greater Lansing Sports Authority at (888) 326-5590 or visit www.marchmagichoopfest.com.