



NEWS RELEASE

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Interactive Fan Experience March Magic Hoopfest Returns to Jenison Field House, East Lansing MI, March 23-25

EAST LANSING, Mich. – As just one more exciting sign of spring, the March Magic Hoopfest is coming back to the Jenison Field House for hands-on hoops fun for attendees of all ages from March 23-25, 2017.

Held in conjunction with the MHSAA Boys State Basketball tournaments at the Breslin Center, March Magic Hoopfest is a fun public event across the street at Jenison Field House. The event is free to 2017 MHSAA tournament ticket holders, and for all others admission is just two dollars per person.

“The March Magic Hoopfest sets off a great weekend of MHSAA tournament games and helps create a multi-day event which will involve the Lansing area and thousands of visitors from across the state,” said Mike Price, Executive Director 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.”

Attendees can participate in numerous basketball activities and skill-stations. *See the following page for a complete list of activities.* Also returning this year is a free basketball clinic that will take place Saturday morning for junior high/middle school students, conducted by the legendary basketball coaches from around the state of Michigan. Applications are available at www.marchmagichoopfest.com.

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.

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

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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 23 – 2 p.m. to 7 p.m.
Friday, March 24 – 2 p.m. to 7 p.m.
Saturday, March 25 – 10 a.m. to 6 p.m.
Saturday – Learning From the Legends Clinic 8:30 -10 a.m. Advance registration required.

Admission: \$2 per person or **Free** with 2017 MHSAA game ticket

Activities: **JumpBall Jamboree**

The Dean Trailways and Greater Lansing Sports Authority Center Courts will play host to the JumpBall Jamboree. Students who are enrolled in 3rd through 8th grade, both boys and girls, may register their team online for the opportunity to play on one of the Center Courts of March Magic Hoopfest. There will be as many as 15 exhibitions and volunteer referees from the Greater Lansing area will officiate the exhibitions.

Learning From the Legends Youth Clinic

A free basketball clinic for boys and girls grades 4th through 8th will be held Saturday, March 25 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.

3-Point Challenge

Just like the NBA! This three point challenge tests 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!

NCG Cinema Half-Court Shot

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

Two Men & A Truck Around-the-World

This is a playground classic! Just like around the world but set to a timer. Who can get around the fastest? First one back home is the winner.

Michigan National Guard Skills Challenge

Can you dribble and dish the rock like Earvin Magic Johnson? Show your best ball handling skills and bring the magic back to Jenison!

Buffalo Wild Wings Slam Dunk

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

Sparrow Kids Zone Games

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

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

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