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THIS COMING WEEKEND:

FIRST-EVER BASKETBALL TOURNAMENT AT CT CONVENTION CENTER TO BRING OVER 3,000 VISITORS TO HARTFORD

“Vertical Hoops Fall Championships” Set for October 28 and 29

HARTFORD, CONN., October 24, 2023 – For the first time in its 18-year history, the Connecticut Convention Center will welcome a basketball tournament – the ***“Vertical Hoops Fall Championships”*** on Saturday, October 28 and Sunday, October 29. More than 1500 youth male and female basketball players from across the Northeast will compete during the two-day event. The Connecticut Convention Center is located at 100 Columbus Blvd. in Downtown Hartford, Conn.

Over 130 teams of girls and boys, ages 8 through 18 will play on a dozen basketball courts with a total of approximately 400 games. More than 3,000 visitors are expected, including the young athletes and thousands of family members, friends, tournament officials, college scouts and coaches, fans, and spectators.

“We are looking forward to a successful weekend at this dynamic Connecticut Convention Center,” explains Jason Shea, President of Vertical Hoops. Vertical Hoops is a basketball company offering tournaments, camps, and showcases throughout New England. “Basketball players of Elite/Competitive abilities can register now in one of nearly 30 divisions. All players on the top Championship teams will receive real Championship rings just like college tournaments.

“We are pleased to welcome Vertical Hoops for its inaugural tournament in our Capital City – it’s a fresh economic boost for the Hartford region right before we enter the holiday season,” explains Robert Murdock, President of the Connecticut Convention & Sports Bureau (CTMEETINGS), the state’s official meetings and sports event sales and marketing organization. **“The two-day event is expected to generate more than \$830,000 in revenue** as visitors stay in area hotels, dine in local restaurants, shop in the region, and enjoy nearby attractions.” Murdock reports almost **300 jobs in the region’s hospitality industry will be supported by this event, and over \$55,000 in Connecticut taxes** will be generated*. He adds that to accommodate visitors’ experience in the city, Hartford’s Downtown *dash* shuttle circulator bus will add hours of operation. (*Destinations International economic calculator)

- **Saturday, October 28:** First games start at 8:00am with final games of the day starting at 8:00 p.m.
- **Sunday, October 29:** First games start at 8:00 a.m. with final games of the day starting at 6:00 p.m.

PLAYER REGISTRATION: <http://www.verticalhoops.com/connecticut-tournaments#exp-events-3091206>

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**First-Ever Basketball Tournament at CT Convention Center, “Vertical Hoops”
Fall Championships...2**

SPECTATOR ADMISSION:

Weekend bracelets are \$35 at the door and must be worn to enter the tournament.

Vertical Hoops’ mission is to provide parents, players, and coaches with the best possible tournament experience every weekend. Our communications, professionalism, and overall quality will be second to none so that our players and coaches can focus on what they came to do, which is to compete for the chip! For information, visit www.verticalhoops.com or call 203-535-9291.

*Working in partnership with the state’s businesses, institutions, nonprofit organizations, and their surrounding communities, the **Connecticut Convention & Sports Bureau (CTMEETINGS)** markets all of the state – convention and meeting venues, hotels and attractions, and sporting venues – as a premier destination for international, national, regional and statewide conferences, conventions and major sports events. For information, visit CTMEETINGS.org or call 860-728-6789.*

*The **Connecticut Convention Center** in Hartford is the state’s premier meeting venue and the largest full-service convention facility between New York and Boston. Overlooking the Connecticut River, it features 140,000 square feet of exhibition space, a 40,000-square-foot ballroom and 25,000 square feet of meeting space, as well as ample sheltered parking. The venue is professionally managed for the State of Connecticut by Waterford Venue Services, an affiliate of Waterford Hotel Group. For information, visit CTConventions.com or call 860-249-6000.*

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