

22nd August 2006

BASKETBALL NSW AND FIREPOWER SYDNEY KINGS ESTABLISH ALLIANCE

In a move designed to strengthen the relationship between grass roots basketball and elite basketball in NSW, Basketball New South Wales (BNSW) and the Firepower Sydney Kings have formed a partnership. The partnership will see Kings players involved with Basketball NSW Development and Participation programs and camps. The alliance will also see the continued involvement of Kings coaches Brian Goorjian and Bill Tomlinson with BNSW elite programs.

"Having the Kings players, including current Boomers Jason Smith, Mark Worthington and David Barlow, as well as Kings coaching staff involved with Basketball NSW Development programs is a huge attraction for the juniors participating in these programs" said Bob Sim, Participation, Development & Coaching Manager BNSW. "Not only will it allow our juniors to learn from some of Australia's elite basketballers, it will also highlight the opportunities that the sport can afford to these aspiring youngsters."

The partnership with Basketball NSW will compliment the other grass roots initiatives being driven by former Kings star and current Kings Community & Development Manager, Dean Uthoff.

"The Sydney Kings are delighted to be increasing their role with Basketball NSW through this great new partnership and we are committed to assisting in the development of basketball right across the state," said Uthoff.

In addition to school and association visits and fan days the Kings are currently pioneering a Junior Association Membership, which offers a number of great benefits for players aged 15 years and under.

BASKETBALL NSW PRESS RELEASE

Contact Person;
Michael Edwards

Marketing & Communications Manager
Basketball New South Wales

Email: michael_edwards@nswbasketball.net.au
Postal: PO Box 198, Sydney Markets, NSW 2129

Contact Details:

Ph: (02) 9746 2969 Fax: (02) 9746 1457

