

1st Annual “Greater New Bedford 3-on-3 Summer Basketball Tournament



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*Sponsor Outdoor Basketball Tournament in
Downtown New Bedford*

Due to rain, the True Bounce 3 on 3 Basketball Tournament and kick off game with Mayor Mitchell, is postponed until tomorrow, Saturday, August 10 beginning at 10 am. Courts are set up on Pleasant Street between Union and William Streets.

TrueBounce Inc., a New Bedford-based manufacturer of the perforated basketball backstop that is improving the game of ball players across the country, will host the first ever outdoor basketball tournament in downtown New Bedford. TrueBounce Inc., The City of New Bedford, and Downtown New Bedford, Inc. have teamed up to present the first annual “Greater New Bedford 3-on-3 Summer Basketball Classic” on August 9th and 10th . The 3-on-3 competition will feature TrueBounce Basketball Backboard Technology.

“Our mission is to create a new downtown summer event that will benefit the city attractions, the downtown merchants, the community, and to showcase TrueBounce, a New Bedford-based sports equipment manufacturer,” said Eric S. Britto, co-founder and CEO of TrueBounce.

A portion of the proceeds from the tournament will be donated to assist local non-profit organizations including the New Bedford Boys & Girls Club, Southcoast YMCA and Dennison Memorial Community Center.

TrueBounce, will outfit Pleasant Street between Union and Williams Streets with their nationally recognized state-of-the-art basketball backboard technology and equipment.

The tournament will include a Mini Full Court 3-on-3 competition on Friday night at 5:50 pm featuring celebrity players including Mayor Jon Mitchell. School Committee member Dr. Lawrence Finnerty will serve as the referee. The Mayor’s team will face a team of New Bedford police officers and firefighters.

Final team sign-ups will be on Friday, August 2nd and Wednesday, August 7th from 4:30pm to 7pm at the New Bedford Public Library. More information can be found at www.truebounce.com.

Event sponsors include: New Bedford Floor Covering; Christian Fellowship Center ; National Lumber Company; Larry’s Equipment; A&A Jewelry ; Colonial South Chevrolet ; J&J Driving School; Carter’s Clothing; Sherwood Building Company, Dick’s Multi-Media Forensic Investigative Service, and Sunoco-Coggeshell Street.

Friday Line-up

- 5:50 pm Celebrity Game
- 6:30 pm Youth United Game
- 7:00 pm AAU Girls Game

- 7: 40 pm AAU Boys Game
- 8: 15 pm Men 's & Girls Games