



Contact: Leslie Spencer
Greater Cincinnati Sports Corporation
(513) 345-3054
(513) 290-1079 Mobile
FOR IMMEDIATE RELEASE

**Adidas It Takes 5IVE Basketball Classic is back and bigger!
In just its 3rd year the event has grown more than 95% from last year with 196 youth teams.**

CINCINNATI (June 30, 2009) –

The All-Ohio and Indy Elite AAU basketball clubs, the Greater Cincinnati Sports Corporation and University of Cincinnati worked together the past three years to grow the annual Adidas It Takes 5IVE Basketball College Showcase event, July 6-8, 2009. Tournament headquarters are University of Cincinnati's 5/3 Arena and UC campus recreation center. Other sites include Northern Kentucky University Albright Health Center, Sportsville and Woodward High School.

This will be adidas' premier event of the summer with more than 196 youth teams participating. There will be four divisions: senior to be (72 teams), junior to be (64 teams), sophomore to be (36 teams), and freshmen to be (24 teams). The format will be three team pools with each team advancing to tournament play based on where they placed within their pool. Schedules and rules are posted on the website www.adidas5classic.com.

This event will feature the top teams that represent adidas grassroots basketball such as Southern California's All-Stars, Indy Elite, Washington DC Assault, New England Playerz, Atlanta Celtics, Kansas City Pump & Run, California Pump & Run Elite, All Ohio, Ohio Basketball Club, Illinois Warriors, Chicago's D1E/Derek Rose and Grassroots Canada (the 08 Adidas champions). The It Takes 5IVE Classic is during the live period, and is considered by many college coaches to be their favorite summer recruiting event to attend. Last year there were over 350 college coaches, scouts and media in attendance.

The event will bring more than 2500 athletes to Greater Cincinnati, representing some 1,600 room nights at local hotels resulting in approximately \$476,000 in economic impact to the region.

"The Adidas event has grown into an annual economic impact driver on our hotels and restaurants but is also one strengthens our city's character and ability to capture our share of the amateur sports market," said Leslie Spencer, Executive Director, Greater Cincinnati Sports Corporation.

"We're thrilled to team up with Adidas, UC and the Greater Cincinnati Sports Corporation to host this event. This provides grassroots athletes the ability to compete in a premier college recruiting event. In the past two years, we have had head coach presence from every top basketball program and college in the country", said Criss Beyers, Event Organizer.

The Greater Cincinnati Sports Corporation strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati region as a premier sports destination. We have a 20-year history of event management that brings pride, visibility and positive economic impact to this region. From World Championships and National Championships to community-based programs designed to benefit our youth, we are making a difference in the quality of life for Greater Cincinnati. Visit www.CincySports.org for more information.

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