



PRESS RELEASE

For Immediate Release: May 23, 2022

Adidas Basketball and The City of Rock Hill Announce Partnership to Host NCAA Live-Period Basketball Event

ROCK HILL, SC --- adidas 3SSB (3 Stripes Select Basketball), an exclusive grassroots basketball platform, and The City of Rock Hill, known for hosting prominent amateur sporting events, announced today a multi-year partnership to host the adidas "3SSB Championships" at the prestigious Rock Hill Sports and Event Center.

"The City of Rock Hill is very excited to partner with such a significant leader in the athletic shoe and sportswear industry. We share their initiative in supporting student athletes and look forward to welcoming the players, coaches and families with our southern hospitality." -- Mayor John Gettys, City of Rock Hill

The adidas 3SSB live-period event series gives the top 15U, 16U and 17U adidas sponsored teams, a chance to compete against top talent and take home the coveted crown of "3SSB Champions". Prior to the championships in July, teams compete in two preview showcase events. This year's tournament will kick off the partnership and bring together the Rock Hill community, elite players, college coaches, and national media to the action-packed 3SSB Championship.

Additional event information:

- adidas boys 3SSB Championships will take place July 6-10, 2022 at Rock Hill Sports and Event Center.
- adidas boys 3SSB All-American Camp will take place July 11-12, 2022 at Rock Hill Sports and Event Center. The All-American Camp includes the top 60 boys and 60 girls on the adidas circuit.
- adidas Girls 3SSB Live II - Rock Hill will take place July 9-12, 2022 at Rock Hill Sports and Event Center.
- The 2022 season includes:
 - 90 adidas girls sponsored teams <https://3ssbcircuit.com/girls-teams/>
 - 90 adidas boys sponsored teams <https://3ssbcircuit.com/boys-teams/>
- Event tickets can be purchased at <https://www.recruitifyhoops.com>



- Visit York County is partnered with the City of Rock Hill in sports tournaments and events and will provide visitor services for the adidas event. www.visitryorkcounty.com

“We are thrilled to be activating 3SSB in Rock Hill this summer, and look forward to building a lasting partnership that positively impacts the community and grows the game.” - ReeCee Hollans, Head of adidas Global Grassroots Basketball

ABOUT adidas 3SSB (3 Stripes Select Basketball)

Our Mission: GAME, LIFE, WORLD - (Elevating the GAME, Changing LIVES, and Impacting the WORLD.)

Overview: adidas 3SSB (3 Stripes Select Basketball) is an exclusive grassroots basketball platform centered around preparing student-athletes for the next level. The 3SSB live-period event series allows teams to face elite competition and hone their physical and mental skills to compete at the collegiate and professional levels. The adidas boys and girls programs consist of multiple divisions - 15U, 16U, and 17U, with many programs supporting teams in multiple divisions.

In addition, adidas 3SSB is committed to creating an environment that fosters educational growth, personal development and social responsibility. Each adidas program is encouraged to participate with local community-focused organizations.

adidas Basketball athletes:

Trae Young (Atlanta Hawks)*
Damian Lillard (Portland Trail Blazers)*
Derrick Rose (New York Knicks)
James Harden (Philadelphia 76ers)
Donovan Mitchell (Utah Jazz)
Anthony Edwards (Minnesota Timberwolves)
Jalen Green (Houston Rockets)*
Evan Mobley (Cleveland Cavaliers)
Candace Parker (Chicago Sky)*
Nneka Ogwumike (LA Sparks)*
Liz Cambage (LA Sparks)

*denotes sponsorship of 3SSB program

For more information about adidas 3SSB: www.3SSBCircuit.com



ABOUT The City of Rock Hill

Founded in 1852, Rock Hill, South Carolina is the largest city in York County and home to nearly 75,000 residents. Located about 20 miles south of Charlotte, NC, Rock Hill is known for strong planning principles and proactive infrastructure improvements. Neighbors serving neighbors is at the heart of the City's 24/7/365 operations, leading to the tag line "Always on." In addition to public safety and sanitation services, the City provides reliable, safe and efficient electric, sewer and stormwater services locally, and as the regional water supplier. Rock Hill has also established itself as a sports tourism destination, hosting the 2017 UCI BMX World Championships, and many other local, national and international events. For more information about the City of Rock Hill: www.cityofrockhill.com

The Rock Hill Sports & Event Center is owned, operated, programmed and maintained by the Parks, Recreation and Tourism Department. For more information about Rock Hill Sports and Event Center: www.rockhilleventcenter.com

CONTACTS:

Laurie Helms
Marketing Supervisor
City of Rock Hill, Parks, Recreation & Tourism Dept.
803.448.2505
laurie.helms@cityofrockhill.com

Nina Zavala
Media Management/PR
adidas 3SSB
469.601.6341
Nina@NZGSports.com