



## MEDIA RELEASE

### **Colorado Youth Basketball joins “Basketball Alliance of Colorado”** *Quartet of youth basketball organizations band together to improve youth hoops*

**Front Range, Colorado, July 24, 2013** – The Basketball Alliance of Colorado, consisting of some Colorado’s marquee youth basketball organizations, welcomes its fourth member as Colorado Youth Basketball joins the Gold Crown Foundation, J.A.M. Basketball, and Southern Colorado Basketball in the Alliance to advance the mission of further developing Colorado youth basketball.

The four long-standing basketball organizations have enjoyed individual success over the years and will now work together to cross-promote events, share best practices in operating youth basketball programs, and collaborate on youth basketball-related issues. The Gold Crown Foundation, J.A.M Basketball, and Southern Colorado Basketball and Colorado Youth Basketball share common goals of sportsmanship and now will share a common vision of how to continue to develop and improve youth basketball along the Colorado Front Range. As the BAC develops, the four organizations will collaborate on new youth basketball events.

“As we learned more about the Basketball Alliance of Colorado, we knew it was something we wanted to participate in because we have so much respect for the other members,” said Colorado Youth Basketball founder Tom Bednark. “Combining all of our experience, vision and passion will ultimately benefit young Colorado basketball players, which will have positive impact on all levels of the sport.”

“Gold Crown is proud to work with these organizations whose values align so closely with ours,” said Mark Rusch, Gold Crown’s Senior Director of Athletic Program Operations. “We have long admired what they have accomplished and their desire to create strong youth basketball programming. We look forward to working closer with them through the new BAC to provide young players the best learning and playing experience possible when they step on a court in one of our programs.”

“Our number one priority for J.A.M. continues to be helping coaches and parents build confidence in today’s youth. We are honored to partner with other groups who strive for the same outcomes,” Mark Sharpley, J.A.M.’s Executive Director said.

“SoCo Basketball has been operating successfully for 12 years and is proud of the number of kids reached throughout its tenure,” Ron Clarkson, SoCo’s co-founder, said. “Joining forces with J.A.M. and Gold Crown and now Colorado Youth Basketball to help reach more youth throughout the state is an opportunity we look forward to taking advantage of moving forward.”

The Gold Crown Foundation, is a non-profit 501(c)3 public charity founded in 1986 by former NBA great Bill Hanzlik and Colorado business leader Ray Baker. The Gold Crown Field House is located in Lakewood but Gold Crown’s programs span across the Front Range and Colorado. J.A.M. Basketball is currently hosting its 20th spring season of youth basketball and a majority of its games are played in the Denver Metro area in the fall and spring. Southern Colorado Basketball is locally owned and operates youth basketball leagues each spring and fall, mainly in the Colorado Springs area. Along with a summer basketball camp in June, SoCo partners with the Rocky Mountain State Games each July to help facilitate a three-day basketball tournament.

To learn more about the four BAC founding organizations, visit them online at:

[www.GoldCrownFoundation.com](http://www.GoldCrownFoundation.com)

[www.JamBall.com](http://www.JamBall.com)

[www.SoCoBall.com](http://www.SoCoBall.com)

[www.CoYouthBasketball.org](http://www.CoYouthBasketball.org)