



MEDIA RELEASE

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JP Sports joins “Basketball Alliance of Colorado”

Quintet of youth basketball organizations band together to improve youth hoops

Front Range, Colorado, August 27, 2015 – The Basketball Alliance of Colorado, consisting of some Colorado’s marquee youth basketball organizations, welcomes its fifth member as JP Sports joins Colorado Youth Basketball, Gold Crown Foundation, J.A.M. Basketball, and Southern Colorado Basketball in the Alliance to advance the mission of further developing youth basketball in Colorado.

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

“JP Sports, formerly GMYABB, is honored and excited to be part of the Basketball Alliance of Colorado,” says President and CEO Jacquie Pearson. “It’s a natural fit to collaborate with other organizations focused on developing youth basketball in Colorado. We look forward to the positive influence the Alliance can have for youth basketball players throughout the state.”

“As a proud member of the Basketball Alliance of Colorado, we know this is something we want 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.”

“Collectively, the BAC is truly what youth sports should be about. Working together, and providing young players the best learning and playing experience possible when they step on a court in one of our programs,” said Jeff Petty, Gold Crown’s Senior Director of Athletic Program Operations. “We all obtain the same level of integrity, and will always put the child first. It is an honor to work so closely with such great organizations, which hold the same values as Gold Crown. Each BAC member has the utmost respect for one another, and we are excited to add our newest member.”

“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 14 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., Gold Crown, Colorado Youth Basketball and now JP Sports to help reach more youth throughout the state is an opportunity we look forward to taking advantage of moving forward.”

Colorado Youth Basketball, Inc. has a simple mission statement; provide opportunities for kids who love to play hoops. CYB has operated competitive leagues and tournaments in the Denver Metro area since 1992. 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 22nd fall 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 five BAC founding organizations, visit them online at:

[Colorado Youth Basketball](#) | [Gold Crown Foundation](#)
[JAM Basketball](#) | [JP Sports](#) | [SoCo Basketball](#)