



CLUB NEWS ITEM

Do you have a news area on your website? Or a newsletter? Here's an article that you can use to share the news.

It's #GameTime! Inspiring more people to get involved in basketball

<insert name of your club/organisation> is supporting Basketball England's #GameTime campaign to raise awareness of the positive impact basketball can have on people's lives by hosting a *<insert name of event>*.

The event will take place:

<insert date and time>

<Venue>

<Details on how to get involved>

Birmingham 2022

Basketball is set to be brought into sharp focus at this year's Birmingham 2022 Commonwealth Games, as the exciting and dynamic 3x3 format makes its debut.

The number one urban team sport in the world was included in the Tokyo 2020 Olympic programme and is played on a half-court with one basket. Games can be won in one of two ways: by a team reaching 21 points or by scoring the most points in a 10-minute game.

With hosts Team England looking to medal on home soil, BE's [#GameTime](#) campaign aims to capitalise on the rise in awareness of basketball and inspire over 1 million people to engage with, play and support the game.

Help us to support BE by getting involved with #GameTime and grow the reach of the campaign and its three elements:

#TeamEngland

The 3x3 competition will take place at an iconic new outdoor venue in the centre of Birmingham and our Team England 3x3 ballers will be there to win medals. Show them your support by following Basketball England's socials for updates and using the #TeamEngland hashtag on your social posts.

#GetInvolved

Whether you want to play basketball for the first time, discover an amazing club or basketball space locally, become a coach or official, or just be a fan – you can Get Involved by heading to basketballengland.co.uk/get-involved.

#ProjectSwish

Create great basketball spaces in communities through #ProjectSwish – Basketball England’s unique project that’s enabling individuals, clubs and partners to discover, improve and create outdoor courts. Show some love to your local court and make an impact on your community by heading to projectswish.co.uk.

Major events, like the Commonwealth Games, will be fantastic moments for the nation to come together and celebrate success, and is an opportunity to inspire more people to try basketball and be active.

Basketball England CEO Stewart Kellet, said:

"Through #GameTime, we want to showcase the opportunities for people to get involved in basketball and encourage everyone go to the Basketball England website to find out more.

"3x3 basketball is an evolution of the game and one of the most accessible sports in the world; it can be played by anyone, at any age or ability."

<insert a quote from your organisation/club>

Basketball is Britain’s joint-second most popular team sport amongst young people – after football, and tied with cricket, netball and softball. People from all walks of life have an affinity for the sport that goes beyond the court, it’s the culture, the bonds and friendships it creates, a game where dreams can come true.

Find out more about #GameTime and how you can get involved by heading to basketballengland.co.uk/gametime

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