



**PROJEKT
BASKET
POLSKA**



NBA AND PROJEKT BASKET POLSKA LAUNCH FIRST JR. NBA LEAGUE IN POLAND

*- Inaugural Jr. NBA League for Boys and Girls to Take Place
in Śląskie, Opolskie and Małopolskie -*

KATOWICE, POLAND, July 21, 2021 – The National Basketball Association (NBA) and Projekt Basket Association a Poland-based company specializing in youth basketball camps, competitions and tournaments, today announced a new partnership to create the first Jr. NBA basketball league in Poland for boys and girls ages 11-13.

The Jr. NBA Projekt Basket League will be held in local primary schools and sports centers in towns and cities throughout the regions of Śląskie, Opolskie and Małopolskie, where each co-ed team will represent one of the 30 NBA teams and will receive corresponding NBA team-branded jerseys for their games.

The Jr. NBA, the league’s global youth basketball program for boys and girls, teaches the fundamental skills as well as the core values of the game – teamwork, respect, determination and community – at the grassroots level in an effort to help grow and improve the youth basketball experience for players, coaches and parents. During the 2019-20 season, the NBA and its teams reached 14.5 million youth around the world through in-person events and clinics, before transitioning to virtual programming and online youth basketball development events that generated more than 210 million views from youth players and fans in 118 countries.

“We are very pleased to organize the first Jr. NBA league in Poland as it is a great honor for us,” said President of Projekt Basket Association, Marcin Bulanda. “The NBA is an inspiration and a dream for all young basketball players. We hope that thanks to the Jr. NBA league, we will encourage young people to play basketball regularly and further engage in sports. In collaboration with the NBA, we will build a program that will keep children active, and with the support of coaches, teachers and parents, create local basketball communities and support local sports clubs.”

“We are thrilled to partner with Projekt Basket Association to promote youth basketball development in Poland through the launch of our first Jr. NBA league in the country,” said NBA Associate Vice President of Basketball Operations, Europe and Middle East, Neal Meyer. “Together we will offer a program that fosters healthy competition, teaches the values of the game, and creates an environment for children to have fun while cultivating their fundamental skills.”

Similar to the NBA, teams will be divided into two conferences and six divisions. The league tips off with a Jr. NBA draft event and will run from September through March, with the top eight teams from each conference qualifying for the playoffs. The top two teams from each conference will then meet in the Finals to determine the first Jr. NBA Projekt Basket League champion.

For more information on the Jr. NBA Projekt Basket League, fans can visit jr.nba.com, the Polish language site jr-nba.pl and Facebook page (Jr. NBA Poland), download the Jr. NBA Coach app, and follow the Jr. NBA on Facebook ([Facebook.com/jrnba](https://www.facebook.com/jrnba)), Instagram ([@jrnba](https://www.instagram.com/jrnba)) and Twitter ([@jrnba](https://twitter.com/jrnba)).

About Projekt Basket Association

The Projekt Basket Association association is a non-profit organization that popularizes basketball among schoolchildren and integrates the environment of sports clubs and schools. The Projekt Basket Association association organizes interschool games, tournaments and sports camps, thanks to which it encourages and motivates boys and girls to start regular basketball training; and, as a result, to start a sports career. An important role of the Basket Projekt Association is to integrate the basketball community, in particular coaches and representatives of local sports clubs with PE teachers from local schools. In the activities of the association, the activation of parents is also very important, thanks to whom young people receive the necessary support.

About the NBA

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA and the International Basketball Federation (FIBA) also jointly operate the Basketball Africa League (BAL). The NBA has established a major international presence with games and programming available in 215 countries and territories in more than 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2020-21 season featured 107 international players from 41 countries. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.9 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

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