



Bay Street gets its GAME ON for charity!

This year's charity basketball tournament is supporting KidSport Ontario, Special Olympics Ontario and Bay Street Hoops Youth Basketball Initiative

TORONTO, On – March 29th, 2012

Basketball has reached a fever pitch on Bay Street today as Bay Street Hoops' Organizers host Toronto's premier charity sports event aimed at raising \$160,000.00 to support three amazing organizations.

Now in its 18th year, the Bay Street Hoops Basketball Tournament draws teams of men and women that are made up of lawyers, accountants, and bankers who vie for the coveted trophy during a three-day, action packed competition. The event will be played at the University of Toronto Athletic Centre beginning today; Thursday, March 29th until Saturday, March 31st in a winner-takes-all, five-on-five competition.

Proceeds from the event will go towards three organizations, including: Special Olympics Ontario, KidSport Ontario, and Bay Street Hoops Youth Basketball Initiative.

In addition to the tournament, a children's basketball clinic is being held on Saturday, March 31, at 1:15 p.m. at the University of Toronto, followed by a post-game party for players, sponsors and volunteers.

Brimming with enthusiasm, Adrian Bilyk, captain of Sherrard Kuzz LLP, sees the tournament as an opportunity to give back to the community, and at the same time indulge in some fun. "I am proud to be associated with this event because it supports a great cause," Bilyk explained.

For his part, Dale Raymon, the captain of CI Investments, said that basketball is a great leveller and helps to unite people. "What's more is that the money raised helps to make a meaningful difference to the lives of deserving people," noted Raymon.

About the beneficiaries:

KidSport™ Ontario - The KidSport™ mission is aimed at helping overcome the financial barriers that exist in families so that all kids have the opportunity to participate in organized sport and experience the benefits of active living. www.kidsportcanada.ca

More...

Special Olympics Ontario is a non-profit, community-based charitable organization. The organization's primary instrument of program delivery is at the local sport club level, which gives individuals with an intellectual disability the opportunity to train and compete twelve months of the year. www.specialolympicsontario.com

Bay Street Hoops Youth Basketball Initiative is a new project developed by the organizers of the Bay Street Hoops tournament. BSHYB works with community leaders, the City of Toronto and members of the Toronto basketball community, including the Raptors, the OBA, the CBA, etc. to support basketball programs in at-risk neighbourhoods. www.baystreethoops.com

About Bay Street Hoops:

The Bay Street Hoops charity basketball tournament is about two things: basketball and community. One of Toronto's largest sports charity events; it is built on a foundation of participation and community spirit. It is about having fun and supporting children and youth charities in Toronto.

Since 1995, over \$2.3 million has been raised for children and youth charities in the Toronto area.

-30-

For more information, please contact:

Dawn MacDonald, Media Liaison
BSH
416.885.1884
dmacdonald@sportallianceontario.com

OR

Jennifer Harrison, Event Coordinator
416.806.6077
baystreethoops@gmail.com

<http://www.baystreethoops.com>