

## Hoopbus Set for Highlight-Reel Visit to Rockford This Saturday

*Hoopbus, Plus Seven Company Partner With Chicago Blackhawks Foundation to Deliver Mural Court, Citywide Bus Tour and Free Evening Community Celebration Featuring Olympic Gold Medalist*

### FOR IMMEDIATE RELEASE

Rockford, IL, July 28, 2021: As part of its mission to amplify communities through art and basketball, the iconic Hoopbus is making a visit to Rockford, Illinois, this Saturday, July 31, during a multi-layered event program co-produced by Hoopbus and Plus Seven Company, and in partnership with the Chicago Blackhawks Foundation. The Chicago Hoopbus will tour the Forest City midday Saturday before making its final stop at The Getaway at Blackhawk Park from 4-7 p.m. for "Hoopbus Presents: A Mural Court Community Celebration", a free all-ages community program.

Highlighted by this year's "We Got Next" theme, the Hoopbus is seeking to help change the perspective of playground basketball and encourage regular women's pick-up games at parks across the country—a message that serves as the backdrop for the Rockford project's custom mural design and program production. Saturday's Hoopbus Rockford highlights to note include:

- Hoopbus Citywide Tour: The Hoopbus will be in town for much of the day, stretching from late morning through the evening Celebration's completion at Blackhawk Park. The Hoopbus Rockford Tour route will include a mix of planned and unplanned stops across town. Follow the [Hoopbus: A Mural Court Celebration Facebook event page](#) and Plus Seven Company social channels for route information later this week!
- Chicago Blackhawks Clinic Featuring Olympic Gold Medalist: Chicago Blackhawks Player Development Coach and two-time Olympic medalist Kendall Coyne Schofield will be on hand for the 4 p.m. mural court unveiling and will also be joined by other Blackhawks youth hockey coaches and staff to host a G.O.A.L. (Get Out And Learn) street/floor hockey clinic during the 4-5 p.m. hour. On-site registration for the clinic is free on a first-come, first-served basis and will be limited to 30 youth boys and girls participants. Following the clinic, all equipment will be donated to the Rockford Park District for future play.
- Local Artist Spotlight x National Nonprofit Collaboration: Born and raised in Rockford, Ryan "Stukone" Lape's "Past, Present & Future" mural concept was selected as Rockford's inaugural Hoopbus basketball court mural. The community is encouraged to join for the official mural unveiling set for 4 p.m. Special thanks to Hoopbus and Zer/Ruthless Creationz for making the trip from Los Angeles to lead the installation process all week.
- Youth Sports Exhibition: Led by the Rockford Park District, the Celebration will feature a boys and girls local club team exhibition on the new mural court. Youth games—think Jr. NBA and Jr. WNBA—are set to begin at 5 p.m.
- First Responders Game: From the fire to police departments, some of Rockford's finest will take the court for first responder basketball supremacy! Tip-off is scheduled for 6 p.m.
- From Deep City 3-Point Contest: Elite men's and women's three-point shooters from Rockford will compete for city pride and a gift card prize to Lou Malnati's Pizzeria. The Contest is slated for 6:30 p.m. as the evening's final event.

Additional program updates will be shared all week at [www.HoopbusRockford.com](http://www.HoopbusRockford.com), on the Hoopbus Instagram account (<https://www.instagram.com/thehoopbus/>), and on the [Hoopbus Rockford Facebook event page](#).



*Hoopbus Rockford Highlights Announced, Page 2 of 2*

In addition to the Chicago Blackhawks Foundation, the Hoopbus and Plus Seven Company would like to thank the Community Foundation of Northern Illinois (CFNIL), FurstStaffing, BMO Harris Bank, Lou Malnati's Pizzeria, Woodward and many individual Rockfordians for their generous support. Moreover, thanks to our in-kind partners including project partner Rockford Park District, Power 106.3, Pepsi in the 815, BSN Sports and Rock Valley College.

ABOUT HOOPBUS

The Hoopbus is a vehicle of change. Our mission is to rebuild, empower and amplify communities through basketball. We rebuild by renovating basketball courts with local contractors, artists and non-profits. We empower by teaching the community to help paint the mural, hosting basketball clinics and equipment giveaways. We amplify community stories through engaging social media and partner channels. We believe sports has the power to change the world.

ABOUT PLUS SEVEN COMPANY

Proudly headquartered in Rockford, Illinois, USA, Plus Seven Company delivers winning experiences and events, brand building and public relations, tourism marketing and sales, and all things quality content.

Contact: Nick Povalitis, founder, Plus Seven Company, [Nick@PlusSevenCompany.com](mailto:Nick@PlusSevenCompany.com), 815.708.1644.

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