

## Iconic Hoopbus Set to Amplify Arts, Women's Sports in Rockford

*Chicago Hoopbus Partners With Chicago Blackhawks Foundation to Deliver Basketball Court Mural, Free Community Celebration to The Getaway at Blackhawk Park; Mural Design Applications Due July 9*

### FOR IMMEDIATE RELEASE

Rockford, IL, June 25, 2021: Renowned around the world for rebuilding, empowering and amplifying communities through basketball, the iconic Hoopbus is set to make a visit to Rockford, Illinois, this summer to cap off a community project that will include the renovation of a local outdoor basketball court and free interactive community event. The Chicago Hoopbus, in partnership with the Chicago Blackhawks Foundation, is set to magnify the impact of basketball and the importance of girls and women in sports by shining a light on the local arts through a lasting mural court project at The Getaway at Blackhawk Park, also the site of an all-ages community unveiling celebration scheduled for July 31, 2021.

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. One of more than 15 planned stops on the 2021 Hoopbus cross-country calendar, Blackhawk Park is a historic Rockford Park District venue known locally for its tradition of pick-up games and community gatherings.

"We're excited to support Rockford in rebuilding its parks and creating new and fun spaces for the community to get together and play after such a rough year," said Dan Moroni, Executive Director of the Hoopbus. "We're very grateful for Plus Seven Company and the Chicago Blackhawks Foundation for including us and helping make this a reality. We hope that this is just the beginning of our relationship and that we can continue working with Rockford in the years to come."

Upon completion of court renovations and the mural installation, a free family-friendly community celebration will be held Saturday, July 31 at The Getaway. Scheduled to begin at 4 p.m., the festivities will include: the interactive Hoopbus onsite, DJs and live music, food and beverage trucks, youth and adult runs, games and contests, a Chicago Blackhawks street hockey zone, and more.

"No matter the sport, the Chicago Blackhawks Foundation believes in creating a healthier, smarter, more secure world for families and making a lasting impact in our local communities," said Sara Guderyahn, Executive Director of the Chicago Blackhawks Foundation and Blackhawks Vice President of Community. "As the Chicago Blackhawks and the Chicago Blackhawks Foundation begin to expand our philanthropic efforts in the City of Rockford, we are proud to say 'We Got Next' as we join Hoopbus Rockford for a community project centered around elevating girls and women in sports and local arts."

In addition to the Chicago Blackhawks Foundation, the Hoopbus and Plus Seven Company would like to thank the Community Foundation of Northern Illinois (CFNIL) and FirstStaffing for their generous support. A co-production of Rockford-based Plus Seven Company and the Hoopbus (501(c)(3), the Hoopbus Rockford project still has partnership opportunities available (please direct inquiries to [Nick@PlusSevenCompany.com](mailto:Nick@PlusSevenCompany.com)). Moreover, individuals who wish to



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support the program can donate any amount via the Hoopbus Rockford Give Lively platform at [www.HoopbusRockford.com](http://www.HoopbusRockford.com).

An integral part of the Rockford program, the Hoopbus is also thrilled to invite Rockford area artists to submit design and budget proposals for the project's custom mural court. Applications for design concepts and budget estimates are due July 9, 2021. For application submission details, please refer to the enclosed Call for Local Artists.

Additional program updates will be shared in the coming weeks 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](#).

#### 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.

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