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FOR IMMEDIATE RELEASE

Slam Dunk to the Beach Announces Partnership With Three Area Hotels

Hotels To Host Players and Staff at December Event

Lewes, DE – October 8, 2014 – The Delaware Sports Commission is excited to announce it has partnered with three area businesses to serve as the host hotels for the 2014 Slam Dunk to the Beach. The Atlantic Sands Hotel and Conference Center, Hyatt Place Dewey Beach and The Sleep Inn & Suites Rehoboth Beach Area will host the tournament's national field as well as staff and fans during the three-day event, December 27-29, 2014 at Cape Henlopen High School.

Located on the Rehoboth Beach boardwalk, just feet from the white sands of one of the cleanest beaches in America, the Atlantic Sands Hotel is the perfect place for enjoying Rehoboth Beach.

“Typically the period in between Christmas and New Year’s Eve can be especially slow for us, so having the Slam Dunk [to the Beach] come in at that particular time is not only a boost to business, but is a boom to Sussex County as a whole,” said **Barbara Brewer**, the Director of Marketing and Sales at the Atlantic Sands. “It is a wonderful event that brings notoriety and celebrity to Delaware. Now that people are aware of some of the huge stars that participated in Slam Dunk to the Beach before anyone knew who they were, those same people realize that a destination event is being housed in Sussex County. It’s a real noteworthy thing for the Lewes-Rehoboth area in general. We are very happy to be involved.”

A national slate of high school teams will participate in the return of the renowned Slam Dunk to the Beach tournament. The field is headlined by several schools who annually occupy spots in the national rankings. **Sunrise Christian Academy** (Wichita, KS), **St. Vincent-St. Mary High School (Akron, OH)**, **Our Savior New American School** (Centereach, NY), **Gonzaga College High School** (Washington, D.C.) and **Ss. John Neumann-Goretti High School** (Philadelphia, PA) will all spend their winter break in the First State. Sixteen teams—representing seven states and the District of Columbia—will be competing in this year's event. The tournament, long a staple of the national high school basketball calendar, is returning for the first time since 2003. For 13 years Slam Dunk to the Beach hosted some of the nation’s premier players, including **LeBron James** ('01), **Dwight Howard** ('03), **Kevin Durant** ('03), **Carmelo Anthony** ('00) and **J.J. Redick** ('01), all now NBA superstars. The new incarnation of the event is sure to provide a showcase for numerous stars of tomorrow.

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SLAM DUNK PRESS RELEASE – PAGE 2

Hyatt Place Dewey Beach will bring its combination of style and innovation to the event. It is conveniently located on the Bay just footsteps from the ocean where patrons can enjoy Delaware's most stunning sunsets. This resort hotel features two of Dewey Beach's most popular restaurants, Que Pasa and the Lighthouse in addition to its meeting facilities.

The Sleep Inn & Suites Rehoboth Beach Area, is located in Lewes, just over one mile from the tournament venue, and within 10 miles of several beachside attractions, including Rehoboth Beach, Dewey Beach, Bethany Beach, the Delaware Seashore State Park and the Cape May-Lewes Ferry. The trio of hotels joins a quartet of other notable businesses that have already signed on to partner with the event. The Delaware Sports Commission announced last week that Grotto Pizza has been named the Official Pizza of Slam Dunk to the Beach, ATI Physical Therapy will be the tournament's Official Sports Medicine Provider, while AAA Mid-Atlantic and Maui Wowi has also joined the team as valued corporate partners. More partnership announcements will be announced as the tournament approaches.

The tournament's full schedule is expected to be announced on Friday, October 16. A limited number of three-day tournament tickets are available for purchase. For more information, or to purchase tickets, visit slamdunktothebeach.com or follow the tournament on Facebook at Slam Dunk to the Beach or via twitter under the handle [@SlamDunkToBeach](https://twitter.com/SlamDunkToBeach).

About Delaware Sports Commission:

The Delaware Sports Commission, a not-for-profit organization, was established to attract large and small sporting events to Delaware to benefit the sports industry and community and to positively impact Delaware's economy. The DSC also assists with the retention and growth of existing sports events. To date, the DSC has partnered with close to forty (40) regional and national events, paving the way for larger-scale future events to be held in Delaware.

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