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FOR IMMEDIATE RELEASE

## Slam Dunk to the Beach Announces Partnership with Wave of Notable Businesses

### Grotto Pizza, AAA Mid-Atlantic, ATI Physical Therapy and Maui Wowi All Sign On to Sponsor December Event

**Lewes, DE – October 2, 2014** – The Delaware Sports Commission is excited to announce it has partnered with four highly regarded businesses in Delaware for the 2014 Slam Dunk to the Beach. Grotto Pizza has been named the Official Pizza of the three-day basketball event, December 27-29, 2014 at Cape Henlopen High School in Lewes, DE. ATI Physical Therapy will be the tournament's Official Sports Medicine Provider, while AAA Mid-Atlantic and Maui Wowi are also joining the team as valued corporate sponsors.

"We are incredibly excited to partner with Slam Dunk to the Beach," said Grotto Pizza Director of Marketing **Vinnie DiNatale**. "This tournament is a great fit for Grotto Pizza because of what it means to the state of Delaware. We have a long tradition of supporting the communities we serve through youth athletic sponsorships. There will be a great deal of national attention on our area thanks to this event, and we are proud to help showcase these wonderful communities."

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.

"It is great for Sussex County to host a tournament that will feature potential future college and NBA stars," said Dominick Pulieri, owner of Grotto Pizza. "That is why Grotto Pizza is proud to partner with Slam Dunk to the Beach. What this tournament is doing for both young people and the southern-portion of Delaware is worthy of supporting."

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Grotto Pizza started as a small pizza restaurant in Sussex County, DE in 1960 and has grown into a First State institution with 16 locations in Delaware, Pennsylvania and Maryland. Although Grotto Pizza has expanded beyond its small take-out stand roots, the company continues to adhere to its core values of excellent food, friendly guest service and community service, that helped it become a hallmark of countless family dinner tables over the years.

Like Grotto Pizza, Maui Wowi began as a small family business which has transformed into a burgeoning empire. The business model remains the same however, provide the rest of the country with healthy fresh fruit smoothies and unique coffee blends that are staples of Hawaii.

ATI Physical Therapy provides a natural match with Slam Dunk to the Beach. Both have national reach-- ATI has locations in 11 different states-- while both are inarguably a part of the First State's fabric (there are 28 ATI branches in Delaware). AAA Mid-Atlantic also plays a huge role in Delaware by being there for the community, just like the company is there for its customers when they need roadside assistance, insurance, or discounts on travel.

"We are excited to partner with the Delaware Sports Commission and support high school athletes in a premier event like Slam Dunk to the Beach," said C.J. Quirk, Manager, Partnership Marketing at AAA Mid-Atlantic.

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](http://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 40 regional and national events, paving the way for larger-scale future events to be held in Delaware.

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