



MEDIA RELEASE

For Immediate Release

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The Big Hoopla announces free Family Celebration Festival in the Oregon District March 15

DAYTON— The Big Hoopla will host a free Family Celebration Festival on Sunday, March 15 on Fifth Street in the Oregon District. College Basketball fans looking to share the excitement of the coming tournament can come to the Oregon District to enjoy a family-friendly event.

“We are excited and honored to welcome The Big Hoopla back to the Oregon District,” said Kyle Babirad owner of Canary Consulting and President of the Oregon District Business Association. “This celebration lifts us up and brings joy and light to the street, to the District, to downtown Dayton, and to our entire community.”

Hoopla is working with the Oregon District Business Association to create an event that will encourage people to explore Oregon District shops and restaurants.

The festival will include:

- A tented viewing area to help fans keep up with the sports news of the day.
- Award ceremony to announce the winners from the Hoopla Four Miler road race and the Hoopla STEM Challenge that will be held earlier that day.
- Food and beverage specials along Fifth Street and in the tented basketball court and viewing area.
- A half basketball court to practice free throws, grab a pick-up game, and enjoy family 1-on-1 challenges
- Family activities along Fifth Street.

“The Big Hoopla has always represented more than basketball. It’s about celebrating the spirit of a champion, an underdog, and the welcoming spirit of the Dayton Community,” said Terry Slaybaugh, chairman of the Local Organizing Committee. “The Oregon District is the perfect

place to celebrate the start of tournament season and we're looking forward to seeing Dayton's basketball fans on Fifth Street."

Community leaders joined Oregon District businesses and Hoopla in the announcement.

"We're coming off of a very difficult year for Dayton and for the Oregon District, so it is very meaningful to have this fun, family-friendly event in the heart of our city," said Dayton Mayor Nan Whaley. "Every year the Big Hoopla is a great showcase for Dayton, and I am thrilled that everything the District has to offer will be on full display for this year's celebration."

The festival is supported by many of our region's business partners, including CareSource, Montgomery County, Premier Health, Kettering Health Network, Huntington National Bank, and Cincinnati Bell.

"Every year, The Big Hoopla shines a light on Dayton and lets our community share our passion and enthusiasm for basketball with the world," Montgomery County Commissioner Judy Dodge said. "We hope the Family Celebration Festival will extend that same excitement to even more people, bringing fans and families to Fifth Street to celebrate the tournament."

More details will be released at DaytonHoopla.com in the coming weeks. Follow Hoopla on social media for updates.

The Big Hoopla is made possible through the generous sponsorship of partners throughout Dayton Region. Each year The Big Hoopla:

- Provides tickets to Wright-Patterson Air Force Base Airmen, local students and their families, and area veterans through the Hoopla Ticket Program. Since 2012, more than 45,000 tickets have been distributed.
- Features halftime entertainment honoring STEM students and featuring a swearing in ceremony for newly enlisted USAF Airmen.
- Sets attendance records thanks to Dayton's passionate college basketball fans.
- Brings \$4.5 million annually of economic impact into the Dayton Region.
- Shines an international spotlight on our community, helping the Dayton Region raise its national profile.
- As part of this year's Hoopla's ticket giveaway, the Local Organizing Committee will work with the Dayton Foundation to distribute a select group of tickets to first responders and those affected by this past year's hardships.

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