



### **Connor Sport Court and NBA partner for All Star Jam Session in Phoenix**

Phoenix (PRWeb) Feb.2, 2009—Connor Sport Court International (CSCI) will provide more than 60,000 square feet of Sport Court® products as part of its relationship with the National Basketball Association’s Jam Session in the Phoenix Convention Center Feb.12-16.

The Jam Session runs in conjunction with the NBA All-Star Game, which will be held in Phoenix on Sunday, Feb. 15, at the U.S. Airways Center.

“We have been providing sports flooring for the NBA Jam Session since 1993,” said Ron Cerny, President and CEO of the Utah-based sport flooring manufacturer.

“Our relationship with the NBA Jam Session began 16 years ago when the NBA All Star Game was played in Salt Lake City. We couldn’t be more pleased that they’ve continued to select our surfaces for these outstanding events.”

The NBA uses the Jam Session as a way of providing broad public contact with NBA players and events in the community in which the All Star Game is held.

An estimated 200,000 children and adults will take part in this year’s NBA Jam Session in Phoenix. Attendees will meet NBA players and legends, collect autographs, and purchase merchandise.

One of the most popular events in the Jam Session is when the local kids and adults shoot, slam, dribble and drive on the courts provided by Sport Court. NBA players and NBA legends also provide basketball tips. Kids and adults compete against friends in skills challenges.

Sport Court is providing about 60,000 square feet of its patented Response™ flooring for the event, as well as a Connor Quicklock™ portable wood system surface. Sport Court will also feature a 40 foot by 40 foot activity area that showcases Sport Court’s premier outdoor court

surface PowerGame™, which has several patents pending and has quickly become the leading outdoor basketball surface.

“We help provide the public greater access to the NBA with this project,” said Cerny. “It’s one of the ways the NBA and Connor Sport Court can give something back to the community.”

###

**About Connor Sport Court International**

More athletic events are played on Connor Sport Court surfaces than on any other sports flooring in the world. Connor sports floors have established themselves as the standard for professional and collegiate sports since the company was founded in 1872. Sport Court® is a registered trade mark of Connor Sport Court International. Since 1974, it has identified the original and authentic modular sport surface, continuously improved and patented to provide the highest levels of quality and performance.

**For more Sport Court information contact:**

Jeff Morton, Marketing Manager, Connor Sport Court

801-712-6411

[jmorton@sportcourt.com](mailto:jmorton@sportcourt.com)