



For Immediate Release

Connor Sport Court Is Front and Center at NBA Jam Session in New Orleans

New Orleans (PRWeb) Feb. 8, 2008—Connor Sport Court International (CSCI) will provide more than 65,000 square feet of Sport Court® products as part of its relationship with the National Basketball Association's Jam Session in New Orleans Feb. 14-17.

"It's our 15th year of being the flooring provider for the NBA Jam Session," said Ron Cerny, president and CEO of the Utah-based sport flooring manufacturer.

"Our relationship with the NBA Jam Session began in 1993 when the NBA All Star Game was played in Salt Lake City and we couldn't be more pleased that they've continued to use 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.

About 200,000 children and adults will take part in this year's NBA Jam Session in New Orleans. 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 CSCI. NBA players and NBA legends also provide basketball tips. Kids and adults compete against friends in skills challenges.

Sport Court is providing about 95,000 of its patented Response™ flooring for the event, and the company will also have a 40 foot by 40 foot activity area that showcases Sport Court's premier PowerGame™ product, which has several patents pending.

CSCI also will provide its Connor Quicklock™ floor for Center Court in the Jam Session. Center Court will host the Legends Shoot Out, NBA All Star Practice Presented by Toyota, the NBDL All Star Game, the McDonalds NBA All Star Celebrity Game, the Celebrity Skills Challenge and the Gatorade Jam Session Invitational.

"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 to the community."

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More athletic events are played on Connor Sport Court surfaces than on any other sports flooring in the world. 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.

