

CONNOR SPORT COURT™
Press Release



San Antonio Sport Court® Dealer Builds Business In Difficult Economic Climate

San Antonio, TX (PRWeb) May 2009—When the owner of Grand Slam Courts, Inc., in San Antonio saw the U. S. economy heading south, they decided they needed to do something proactive if they were going to continue to build sales of their Sport Court® line of playing surfaces and products.

Grand Slam Courts Inc., owned by Brent Poss, is a dealer for Connor Sport Court International.

“We saw an interesting opportunity in teaming up with Rainbow Play Systems, a dealer in San Antonio who sells high-end backyard play systems that include colorful playhouses, swings and slides,” said Brent. Rainbow had a highly visible four acre location at 25840 Interstate Highway 10 West, next to an affluent and growing part of south-central Texas.

Brent met with Rainbow dealer, Darren Patrick, and talked about the possibilities of a mutually-beneficial relationship utilizing the site.

“Rainbow appealed to younger children. Sport Court’s appeal is for families with children who are a little older. We agreed it was a good fit,” said Brent.

Patrick invited them to renovate an old office on the property and to install several Sport Court playing surfaces, with the idea of using their model courts to hold exclusive youth basketball camps and mixed use adult and recreational youth play. It would also serve as a design center to showcase Sport Court surfaces.

“In November, 2008, we began construction to renovate the old office. We then put down a 28 foot by 56 foot SportGame™ multi-use court, a 32 foot by 46 foot PowerGame™ basketball court and a 30 foot by 26 foot original SportDeck™ surface basketball court. It’s a nicely treed area and a great setting for our courts,” said Brent. “We call the facility Grand Slam Hoops.”

Grand Slam is now in the process of creating marketing programs to attract prospective customers. Brent is developing the camp website, enrollment forms, pricing, schedules for summer activities. You can see their progress on their website

<http://www.sanantoniobasketballcourts.com>. Click on Grand Slam Hoops once on the site.

“We hope that parents will want to enroll their kids in a basketball camp that will offer personal, one-on-one type clinics where youngsters learn the basic skills of basketball, sportsmanship and the benefits of outdoor exercise,” said Brent.

“A family can come and let their four-year-old play on the Rainbow System while the older kids take part in the basketball camp on the Sport Court surfaces. This is not going to be like having hundreds of kids in an impersonal setting in an indoor gym,” said Brent.

“We know this will take time. Nothing happens overnight. But we want to experiment to create some new opportunities for growth. And it couldn’t be better for our brand name visibility,” Brent said.

Grand Slam is also planning to build a Quickstart™ tennis surface at another high-visibility location between San Antonio and Austin, Brent added.

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.

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