



KNIGHTS OF COLUMBUS

40th ANNUAL

YOUTH BASKETBALL TOURNAMENTS & CHEERLEADING COMPETITIONS

February 26 - 28 & March 5 - 7, 2010

The Knights of Columbus is proud to sponsor its 40th Annual Basketball Tournaments and Cheerleading Competitions for youths 9 through 18 years of age.

Remarkably, during the past 39 years over 13,800 youths from our region have participated in this event. This year, our Tournaments commence on February 26 and conclude on March 7, 2010, with forty-eight basketball teams competing in four different age groups and cheerleading squads competing in three different age groups. The tournament games this year are held over two weekends and at two different sites: Roanoke Catholic Gymnasium and Lucy Addison Gymnasium.

Awards for each winning team, coaches, Most Valuable Players, All-Star Teams, cheerleaders, squad leaders, high school One-on-One winner, and many others are presented during the Tournaments.

We are very proud that in providing this recreational experience for young boys and girls in a **friendly** and **family** oriented environment, the Knights of Columbus has won International and State awards for the Tournaments.

In addition to providing top-notch competition and emphasizing sportsmanship we also stress patriotism by encouraging all coaches and cheerleading squad leaders to teach the proper way for their young participants to express the appropriate reverence while our country's National Anthem is being played.

We have noticed that every time our annual event is mentioned, someone remarks that they either played in the Tournaments or had a family member participate in one of its events. These heartfelt comments, shared by so many, undoubtedly prove not only that the youths enjoy the experiences; but also keep these memories tucked away in a very special place. What better testament can anyone ask for than a happy memory?

We promote this tournament in the media and in other ways through newspaper articles, business window-front posters, the Tournaments Program Book, and a specially designed T-Shirt. Local radio celebrities support our effort by donating their time to announce some of the games, while public spot announcements promoting our contests are aired on radio and television sporting events programs. Local newspapers and magazines, with subscribers in a substantial number of households in the entire Southwestern portion of Virginia, provide extensive news coverage of this event and camera crews from local television channels are often on hand reporting on this sporting competition.

Check our website <http://www.kofc562.org/hoops> for more details and how to participate.

Email questions to hoops@kofc562.org.