



City of New Bedford
Jonathan F. Mitchell, Mayor

TrueBounce's First Annual 3-on-3 Summer Basketball Classic is a Success

New Bedford, Massachusetts –The City played host to the first annual Greater New Bedford 3-on-3 Summer Basketball Classic on Saturday, August 10, 2013. Several hundred on-lookers lined Pleasant Street in Downtown New Bedford to cheer on the sixteen teams that competed within the tournament's five age divisions. The basketball tournament was a great opportunity to bring together adults, high schoolers and grade school children within the City.

Among the competitors was Mayor Jon Mitchell, whose team played against New Bedford firefighters and police officers. Though evenly matched, Mayor Mitchell's team came out on top with a 31-30 win. School Committee member Dr. Lawrence Finnerty also participated in the event as a referee.

The Basketball Classic was hosted by TrueBounce, a New Bedford-based manufacturer of the perforated basketball backstop that is improving the game of ball players across the country. Eric S. Britto, the co-founder and CEO of TrueBounce, is a New Bedford native and developed the idea for the tournament. Britto assembled the tournament to highlight his state-of-the-art basketball technology and create a fun new event for the Greater New Bedford area. He also hoped that the tournament would pull residents and visitors into the downtown area to enjoy its many attractions and shops.

Mayor Mitchell said "This event highlights the fact that our downtown has evolved into a vibrant, exciting place to spend time. A place where you should expect the unexpected."

A portion of the proceeds raised from the tournament was donated to local non-profit organizations including New Bedford Boys & Girls Club, Southcoast YMCA and Dennison Memorial Community Center.

Eric Britto said he hopes to build on the success of the inaugural tournament and believes the Greater New Bedford 3-on-3 Summer Basketball Classic will become a New Bedford tradition.