



PRESS RELEASE

INTERNATIONAL MASTERS & FIBA3X3 BASKETBALL TOURNAMENTS IN JOHANNESBURG

JOHANNESBURG HOSTS THE ANNUAL SOUTH AFRICAN MASTER'S BASKETBALL TOURNAMENT AND FIBA3X3 IN SEPTEMBER

IMMEDIATE RELEASE

The biggest yet - the SA Master's Basketball Association (SAMBA) will be hosting its 38th edition of the International Basketball Tournament this month which has seen teams from more than 5 African Countries register to play in 3 different divisions.

This is a Tournament, that is hosted in different cities each year in South Africa and has never before hosted more than 40 Teams and more than 300 players. Both men's and ladies' teams are participating this year, and are made up of players between the ages of 30 and 68 years old.

This year the teams are going to compete in Brixton Multipurpose Community Centre, where there will be 3 courts used to facilitate the games.

Gold and Silver medals are up for grabs, and the winning teams will also take home a sought-after trophy for their efforts.

This year the Local Organising Committee have been hard at work raising the game and the events that make up the entire experience of SAMBA2022.

Adding special events to the programme, and locating all the activities in the heart of Sandton to give teams easy access to Brixton where the games are going to be played, and to the city life that Johannesburg has to offer.

The basketball lifestyle elements can be seen and felt in the locations that have been selected for the Awards Banquet and also the MEET&GREET event to kick off the tournament in Melrose Arch. "Basketball is one of the few sports with a natural fit with various lifestyle elements including food, music, dance and fashion and the idea is to make sure that all our SAMBA events have a touch of that and not just playing the sport" said Cabby Magongwa, LOC Chairman.

#SAMBA2022



JOHANNESBURG

One of the most exciting elements included as part of the offering this year is the FIBA3x3 Tournament which will draw younger spectators and players alike.

The event was positioned to help promote Gauteng tourism and to achieve this, SAMBA partnered with Melrose Arch, Darkchild Productions, Shesha and the FIBA3x3 official partner, New Balance to offer players and officials a taste of entertainment and hip hop fashion experience within the Melrose Arch precinct. Throughout the tournament, there will be nightlife full of food and entertainment in places like Rodizio, The Grillhouse and Cohibar while Shesha and our bubbly partner Valdo are offering 10% discount off all instore products and Prosecco purchases to all registered players respectively.

The New Balance 3x3 Basketball Tournament will feature all age groups from U13 boys to open age men and ladies divisions all day long with a celebrity game to close off the evening. The celebrities shotcaller include our very own celebrity chef Tebello "Tibz" Motsoane, Basketball Africa League commentator Quintin "QD4" Deneysen, actor Tino Chinyani, TV presenter Siyabonga "Scoop" Makhathini, Rocnation COO Africa Isaac "LK4" Lugudde, Cape Town Tiger co-owner & coach Raphael "Rae" Edwards, comedian Loyiso Gola and many more.

Catch the FIBA3x3 action at Melrose Arch Piazza on the 24th of September from 10am till 6pm. Media will be hosted with our VIPs at The Grillhouse in Melrose. For basketball crazy fanatics, you can watch all SAMBA games from 22nd to the 24th of September at the Brixton Multipurpose Centre, Mercury Street, Mayfair West.

FIBA3x3 live stream link –

SAMBA livestream link –

For basketball news & events, follow the_brick_sa on IG & Basketball TV on Youtube https://www.youtube.com/channel/UCj7yF5_6EcRhwaUlnfqu7bA

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About South African Masters Basketball Association (SAMBA) and DarkChild Productions

SAMBA is an organization affiliated to the national federation, BasketballSA, who's main objective is to promote and organize basketball events targeted at basketball retirees who still want to enjoy the sport and its lifestyle in different cities and countries. Masters' basketball is currently organized in Luanda, Maputo, Mazini, Gqeberha, Cape Town, Durban, Joburg and Pretoria. South African master's team has also participated in international masters' tournaments organized on Italy and Finland.

DarkChild Productions is a sales, merchandising, marketing and brand activations company that has been involved in the promotion of basketball since 2004. It has been involved in many basketballs related productions including the ESPN Celebrity Basketball event, The BBall Show on SABC Sport, official FIBA3x3 events, FIBA Zone VI Qualifiers and the Basketball Africa League qualifiers to mention a few. We intent building high-end basketball facilities around the country to help develop and grow the sport.

For more info contact cabby@darkchild.co.za or 0832146805