



NEWS RELEASE

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HOOP HALL EXPERIENCE TIPS OFF AT KNOXVILLE CONVENTION CENTER

The Knoxville Convention Center is proud to host the inaugural date of the "HHX - The Hoops Hall Experience" national tour, November 2-11. The 18-month, 30-city tour, hosted by the The Hoop Hall Experience, LLC and The Basketball Hall of Fame, is the first "road trip" for the Hall of Fame, and Knoxville is its first stop.

"We are proud to have the Hoops Hall Experience Tour start at the Knoxville Convention Center," said Mary Bogert, general manager of the KCC. "Knoxville is a diverse city with a real passion for sports. This is an exciting, unique event for Knoxville's fans, residents and visitors."

Meant to bring the history and excitement of the game of basketball to families across America, the tour will include exhibits, memorabilia and interactive activities for fans of all ages. The tour will stop in cities such as Atlanta, Chicago, Miami, Denver, New Orleans and San Francisco.

The Hoops Hall Experience has begun setting up the "Seven Zone" interactive fan experience, including laying floor for a full-court basketball arena, at the KCC this week.

Hall of Famer and Atlanta Hawks legend Dominique Wilkins is the official spokesperson for The Hoops Hall Experience Tour. Pat Summitt, coach of the UT Lady Vol Basketball team, and Bruce Pearl, UT men's basketball coach, will participate in the Hoops Hall Experience in Knoxville.

Throughout seven different zones, fans can take a multimedia tour throughout the history of the game, watch infamous bloopers in the "Oops" booth, test their knowledge in the trivia challenge and practice their broadcast skills in the "You Call the Game" exhibit. Attendants can also view artifacts like Wilkins' own

game-worn Atlanta Hawks jersey and Michael Jordan's NBA All Star MVP basketball.

For the ultimate hands-on experience, fans can hit the hardwood themselves in a full court "street playground." The court in Zone Six has the feel of a neighborhood but all the amenities of a world-class facility. Fans of all ages can work on their fundamentals, and there are even bleachers for cheering sections.

Ticket prices and tour information are available at www.hoophallexperience.com.

The Knoxville Convention Center is located in downtown Knoxville adjacent to the Sunsphere. It boasts an 119,922-square-foot exhibit hall, a 27,300-square-foot divisible ballroom and 18 meeting rooms. For more information, visit www.knoxvilleconventioncenter.com.

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