



FOR IMMEDIATE RELEASE

March 22, 2022

CONTACTS:

Rick Steltenpohl, Eventuris, 509-994-6677, stelt@eventuris.net

Julio Cortes, City of Everett, 425-320-9147, jcortes@everettwa.gov

Major 3on3 Basketball Tournament Presented by Boeing Coming to Everett

Spokane Hoopfest Founding Board Member to unveil plans March 28.

EVERETT, Wash. – The streets of downtown Everett will be transformed this July 9 and 10 with the tipoff of the new Everett 3on3 Basketball Tournament.

The tournament, which is presented by Boeing, is a joint effort between Eventuris and the City of Everett. Eventuris is headed by Rick Steltenpohl, who helped create the renowned “Hoopfest” tournament held each summer in Spokane, and Aaron Magner, the former Hoopfest operations manager.

“Our events foster community building, promote physical fitness and encourage individual pride and respect for others,” said Eventuris principal, Rick Steltenpohl. “We appreciate the enthusiastic support from Boeing, the City of Everett, and Snohomish County, along with the many other individuals and companies who are vital participants.”

The Boeing Company stepped up as presenting sponsor for the event.

“We are excited to support this new event in Everett, where so many of our employees live and work,” said Bill McSherry, Boeing vice president of Government Operations. “We are proud to be a part of this community and look forward to the Everett 3on3 Basketball tournament becoming an annual summer event.”

Downtown Everett will be transformed to accommodate nearly 75 basketball courts. The courts will be set up in the middle of Colby Avenue between Pacific Avenue and 26th Street and along Wetmore Avenue between Hewitt Avenue and 26th Street.

“I’m thrilled to welcome this 3on3 basketball tournament and all who attend to Everett. Large and exciting events like this bring not only tourism to our city but provide fun and entertainment to those who live here,” said Everett Mayor Cassie Franklin. “I can’t wait to see this event grow and I look forward to it becoming an annual event! Thank you to Boeing for your support and to Eventuris for all their hard work and passion for both basketball and our community.”

The community is invited to join the official announcement of the Everett 3on3 tournament on March 28 at 2 p.m. at the former Union Bank building located at 2825 Colby Avenue in downtown Everett.

About Eventuris

Eventuris is a special events company based in Spokane, Washington, dedicated to creating, organizing, and operating memorable basketball events. They have worked with iconic organizations such as the NBA, NBA G League, Portland Trail Blazers, Chicago Bulls, AEG and Bleacher Report.