



## CRUSH BASKETBALL IS READY TO IGNITE AN EMERGING COMMUNITY IN CALGARY

The Calgary Crush is proud to unveil and unleash a new professional basketball team in Calgary. Their inaugural season began November 9th. With a strong vision and passion for the future of basketball in Calgary, the Crush organization is prepared to provide Canadian athletes with a strong and viable stage to advance their professional basketball careers. They are ready to represent the city of Calgary with a quality product, on and off the court. All home games will be played at the Southern Alberta Institute of Technology (SAIT). With great ticket prices, the Crush welcomes all Calgary sports fans who share a passion for the game of basketball. The Calgary Crush are prepared to build on Calgary's passion for sports and provide all sports fans with a chance to experience professional basketball. With ticket prices ranging from \$5 to \$10 the Crush are pleased to bring basketball back to a hidden and hungry basketball community in Calgary.

The community has shown their support for basketball in Calgary with generous sponsorships and partnerships that have strengthened the Calgary Crush organization. **We are excited to announce our new partnership with CYDC Panthers Basketball led by former professional player John Hegwood (CYDC President). CYDC is a non-profit organization that has been developed within our community to help promote respectful, hardworking student athletes on and off the court. CYDC runs affordable basketball academy, club teams and house league. By combining forces with the CYDC Panthers organization we are confident that the game of basketball will continue to grow in the Calgary marketplace well into the future.** "I am excited to bring professional basketball to Calgary as we believe Canadians have a tremendous amount of unrecognized talent," states Sal Rashidian, Calgary Crush Owner.

The American Basketball Association (ABA) will be introducing the Calgary Crush as the only Western Canadian team in the ABA. The original ABA was founded in 1967 and rivaled the NBA in the early 1970's. The league offered a new style of basketball in an era that was changing the way we see the world. With innovative ideas like the three point shot and dunk contests the ABA created excitement in the form of creativity and entertainment that continues today. The Calgary Crush is proud to be a part of the ABA with its great history and dedication to the game of basketball. Sal Rashidian (Owner), Eddie Richardson III (Head Coach), and Greg Smith (General Manager) are proud to bring the Crush to Calgary with a strong vision for the future of basketball in Western Canada. Jonard Tan (Photographer) and Christopher Pike (Sports Writer) have also been recently added to a team looking to create its own identity in the Calgary sports community.

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