



FOR IMMEDIATE RELEASE

FRYB and HBA AAU Join Forces to Elevate Girls' Basketball in Hunterdon County

Flemington, 9/5/23 – HBA AAU and Flemington Raritan Youth Basketball (FRYB) are excited to announce a groundbreaking partnership, aimed at the enrichment and development of girls basketball in Hunterdon County. This dynamic collaboration will pave the way for an exceptional basketball experience, elevating skills, fostering teamwork, and bringing the community together.

The Hunterdon Girls League Under the guidance of HBA's accomplished coaching staff, is launching this November. Participants can expect a training curriculum that hones fundamental skills, fosters strategic thinking, and nurtures a passion for the sport. The program will run during the winter months, from November to March, culminating in exciting game days every Saturday.

HBA has established itself as a premier program with national-level girls' teams, renowned for its dedication to excellence and player development. FRYB since 1992 is a dedicated organization committed to providing the youth of our community with a positive and enriching basketball experience. By joining forces with FRYB, HBA seeks to extend its expertise to our local community, ushering in a new era of girls basketball.

The heart of this partnership lies in the state-of-the-art Nex Level Sports facility, located on Case Boulevard in Flemington. Recently remodeled and outfitted with top-notch amenities and 2 basketball courts, Nex Level will serve as the stage for games and skill development sessions. With its modern infrastructure, Nex Level sets the stage for a great basketball experience.

"We're excited to partner with FRYB and bring our expertise and passion for the game to young athletes in the recreation community, Together with FRYB, we aim to instill not only basketball skills but also life skills that will inspire girls both on and off the court." commented George Mercado, Owner & Director of HBA.

"We are proud to be partnering with HBA to elevate and expand the basketball opportunities for the girls of our community. They will now have the opportunity to play with players from all across Hunterdon County in pursuit of their basketball dreams" said Chris Pai, President of FRYB.

For more information about the program, registration details, and sign-up instructions you can visit the HBA AAU website at HBAspartans.com or the FRYB website at fryb.org

FRYB and HBA AAU are set to embark on a great journey to cultivate a legacy of basketball excellence and community fellowship. The stage is set, the teams are ready, and Nex Level Sports awaits the arrival of our future basketball players.

For media inquiries, please contact:

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About FRYB

Flemington Raritan Youth Basketball (FRYB) has been a part of the Flemington-Raritan community since 1992 and is a dedicated organization committed to providing the youth of our community with a positive and enriching basketball experience. FRYB's mission provide players with the opportunity to participate in a basketball experience where they can develop positive self-esteem and build character by learning the virtues of hard work, fair play, respect, honesty, self-control, teamwork, sportsmanship, and other learnings that are transferrable to the journey of life. Learn more at fryb.org

About HBA

Hunterdon Basketball Academy (HBA AAU) is a nationally recognized AAU basketball program that specializes in training and development. With a legacy of success and a commitment to excellence, HBA focuses on development by teaching fundamentals, skills, footwork and team play needed to succeed in basketball with a goal to coach each player to their maximum potential and elevate their basketball IQ. HBA provides AAU teams for girls and boys from 4th to 12th grade, that play in the fall, winter and spring. Learn more at HBAspartans.com

About Nex Level Sports

Nex Level is a state-of-the-art sports and fitness facility located in Flemington, dedicated to providing athletes with a platform to excel and reach their highest potential. With its recently remodeled infrastructure and comprehensive amenities, Nex Level is poised to elevate sports & fitness experiences to new heights. For more information, visit nexlevelflemington.com