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Youth Basketball Academy Coming To Boise

HSBCAMPS & The Idaho Athletic Club Team Up For Idaho's First Basketball Academy

Boise, ID – September 14, 2011 – Hard Work, Sacrifice, & Believe that anything is possible, is the message four young basketball professionals are bringing to Treasure Valley youth this fall. Partnering with the Idaho Athletic Club in Eagle, *HSB Academy*, Idaho's first year round basketball academy will open it's doors to the public on Monday October 3rd. A spin off of HSBCAMPS, HSB's newest venture will operate weekly sessions for boys and girls in the elementary, middle, and high school grades, providing a positive outlet for developing young student athletes both on and off the court. The vision of Idaho native Carson Sofro (founder of HSBCAMPS), the academy will be the company's first year round offering. "Over the last three summers we have had the privilege and honor of training more than 2,000 young athletes from all over the world," shared Sofro. "Though an amazing accomplishment, HSB has always been just a seasonal training program. Realizing the impact our programs have had on these kids and even ourselves, as a group, we wanted to do much more."

Continuing in the traditions of HSBCAMPS, the academy's comprehensive curriculum will focus on individualized skill and player development not just playing games. "We want everyone to know that we are not an AAU or club team," explained Sofro. "*HSB Academy's* sole focus is developing well rounded athletes, better basketball players, and more confident young men and women." More impressive than its staff, *HSB's Academy* delivers a world-class basketball experience to kids (Grades 1-12) for a fraction of the price of similar programs.

Accompanying Sofro are former professional basketball players, Kevin Sweetwyne (Oakland, CA), Michael Quinney (Oakland, CA), and Jamaal Jenkins (Dallas, TX), all significant members of HSBCAMPS summer staff. Offering an industry leading 8:1 player to coach ratio, the coaching quartet will bring a wealth of basketball knowledge and experience to the Treasure Valley and all those fortunate enough to attend their programs. With sessions limited to only twenty-four participants per age group, don't miss this exciting opportunity to elevate your game training one-on-one with the pros.

To register for one of *HSB Academy's* youth basketball programs or for more information, contact info@hsbcamps.com or call 208-720-1904.

About HSB Academy

HSB Academy is committed to the development of the young student athlete. Built upon the foundations that anything is possible through Hard Work, Sacrifice and the Belief in ones self, HSB Academy provides every athlete with the tools and confidence to succeed both on and off the court. For more information and to register, visit <http://www.hsbacademy.com>

About HSBCAMPS

HSBCAMPS is America's leader in bringing young basketball players of all ages face-to-face with the pros. Founded in the summer of 2007 by Director Carson Sofro; HSBCAMPS is now gearing up for its fifth campaign and operations throughout the western United States. Sofro, joined by a cast of collegiate and professional coaches and players, delivers a world-class basketball experience to kids (Grades 1-12) for a fraction of the price of similar programs. HSBCAMPS is committed to giving back, donating a portion of proceeds to schools and non-profits, as well as the HSBCARES fund. Through the HSBCARES fund, HSBCAMPS is able to award camp scholarships, support basketball programs for disabled and underprivileged children, and provide public schools and youth

programs with vital basketball equipment to operate at the highest level. For more information and to register, visit <http://www.HSBCAMPS.com>.

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