

York Region welcomes provincial basketball finalists

By Jake Courtepatte

The Toronto Raptors may be the most hyped-up basketball team in Ontario right now, but the top teenage players in the province are focused on competing in York Region this weekend.

Approximately 2,000 visitors from 56 teams, including 700 players and coaches, are converging on Newmarket, Aurora, and King Township for the Under-17 Boys Provincial Basketball Championships, hosted by the York North Basketball Association. (YNBA)

The Township of King has created a website at www.experienceking.ca/york-north-basketball-tournament for the convenience of visitors and locals alike, showcasing everything from accommodations, to things to do, and restaurant listings.

"This is a big deal in the basketball community and King's enthusiasm will make it easier for people coming from all over Ontario to enjoy the games and their stay," said YNBA's Wallace Pidgeon. "This showcase tournament will see the next generation of basketball players compete for the Ontario Cup in King, Aurora and Newmarket."

It's also an opportunity for YNBA to showcase local businesses and the community.

"We need to feed our visitors," explained Pidgeon. "And that's why YNBA is working with the King Chamber of Commerce, King's Economic Development Office, Clear Impact, York Scene, Campus Living Centres, Seneca College, local restaurants and other businesses to make them aware of this showcase event."

Games in Aurora will be split between the ESC Renaissance and Aurora Family Leisure Complex, while games in King City will take place at King City High School. Admission is free for all games.

The Division 1 tournament, showcasing the best of the best in Ontario, will take place at the Magna Centre in Newmarket.

"YNBA is embracing sports tourism," added Pidgeon. "YNBA wants our visitors to experience the great communities we call home."

A full schedule can be found at www.basketball.on.ca.