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Coaching the coaches

Former pro shares useful pointers at Junior NBA programme



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NATIONAL Basketball Association (NBA) Asia basketball operations director Craig Brown conducted a coaching clinic for more than 140 coaches recently at the MABA stadium in Kuala Lumpur as part of the second edition of the Jr NBA Malaysia 2015 programme.

Brown, who is the head coach for this programme, was previously a professional basketball player in Brazil, China, Hong Kong and France and will oversee the youth development programme here in Malaysia.

The programme that promotes basketball participation and an active lifestyle among children was jointly officiated by Education Ministry Sports Division deputy director Dr Mehander Singh, Dutch Lady Malaysia managing director Saw Chooi Lee and NBA Asia global marketing partnerships and events vice-president Francesco Suarez at Maba Stadium, recently.

NBA Asia Limited marketing partnerships senior director Jim Wong said that the programme started off with a coaches clinic that garnered over 140 participating coaches from all around Malaysia.

"The event also brought together the 2014 Jr. NBA Malaysia All-Stars who were the first from the country to embark on the NBA experience to Beijing last year.

"This year's programme includes additional clinics leading up to

the selection camp on May 30-31, where the top 40 boys and top 24 girls aged 10 to 14 will be chosen following a series of skills and character assessments to participate in the Jr. NBA National Training Camp in Kuala Lumpur on June 11-13," he said.

The National Training Camp, which will once again be attended by an NBA player or legend and feature NBA Cares community outreach, including a three-day intensive training schedule and culminating with the selection of 10 boys and four girls who will be named 2015 Jr. NBA Malaysia All-Stars.

Jr NBA Malaysia 2015 will run until June, reaching more than 2,000 children this year training boys and girls in the fundamentals of basketball and teach the importance of the Jr NBA core values of sportsmanship, teamwork, a positive attitude, and respect (S.T.A.R.).

Last year, Dutch Lady Malaysia presented the programme as part of the Drink.Move.Be Strong campaign, aimed to bridge critical nutrition gaps identified by the Southeast Asian Nutrition Surveys (Seanuts), a nutritional study initiated in 2009.

Seanuts is the largest and most extensive nutrition and health study done in South-East Asia, where 16,744 children up to the age of 12 were surveyed over a four-year period.

Saw said that the Jr NBA programme, which we include in our Drink.Move.Be Strong campaign, was a great success, garnering more than 1,600 student participants from more than 100

schools.

Francesco said that our involvement this year marks our continuous support for the Jr NBA programme as a part of the Drink.Move.Be Strong campaign.

"We are thrilled to have a great partner in Dutch Lady Malaysia, which shares the NBA's dedication to encouraging youth to lead healthy and active lives," he said.

These standout camper's will embark on a unique, overseas NBA experience together with fellow Jr. NBA All-Stars from Southeast Asia later in the year.

The programme is free and open to players between the ages of five and 14.

Players between the ages of 10 to 14 will be eligible for top selection during the selection camp and National Training Camp.

In addition to presenting partner Dutch Lady Malaysia, the event is supported by the Education Ministry, Spalding and Westports Malaysia Dragons, while Astro is the official NBA broadcaster.

As part of the NBA experience, the 2014 Jr NBA All-Stars travelled to China to attend the NBA Global Games Beijing 2014 featuring the Brooklyn Nets and the Sacramento Kings.

In Beijing, they met with NBA legend Yao Ming, played in exhibition basketball games and visited historical landmarks around the city.

Details of the 2015 NBA experience will be announced at a later date.

Registration for the selection camp in May is ongoing via www.jrnba.asia/malaysia

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Good to go: Francesco (front, third left) and Dr Mehander Singh (fourth left) with the coaches during the launch in Kuala Lumpur.



Learning from the pro: Brown showing how it is done during the coaching clinic at Maba Stadium.