



# Basketball league extends reach

Jr NBA initiative continues to benefit youngsters while promoting the game

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Jr NBA Malaysia will be going to Johor for the first time in its four-year run.

The global youth basketball league for boys and girls aged five to 14 will be held in Kuala Lumpur, Penang and Johor this year with more than 200 schools and 6,000 students expected to take part.

The programme started with Train the Trainers at SJK (C) Kwong Hon, Sungai Besi on April 21 followed by a coaches clinic and open clinic for children at IGB International School in KL from April 22 to 23.

A selection camp will be held at IGB International School from July 8 to 9.

All three cities will be hosting a series of school clinics and the best among them will attend the pre national training camp at Bandar Utama from July 21 to 23.

The top 32 boys and girls aged 10 to 14 years from the pre national training camp will take part in the Jr NBA national training camp in KL from July 28 to 30.

NBA Asia Marketing Partnerships vice-president Jim Wong said the activities in schools were aimed at engaging and educating Malaysian children on the importance of leading a healthy and nutritious lifestyle.

"Malaysian children will be able to learn and absorb the key messages in a fun and interactive way," he said at the launch of Jr NBA Malaysia in SJK(C) Kwong Hon.

Wong added in the 2016-2017 season, the NBA would reach more than 18 million youth in 53 countries through various initiatives.

Education Ministry sports division director Dr Mehander Singh said parents should encourage their children to take part in physical activities instead of video

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Dr Mehander Singh

games.

"The Jr NBA programme is a perfect way to exercise and interest is steadily growing among the non-Chinese community.

"I hope that junior development programmes like this would help spur grassroots development and increase the standard of basketball among schoolchildren.

"NBA players are so fast and skilful. Only by having more development programmes, will our basketball players improve," he said.

Ashlee Ng, marketing director of Dutch Lady Malaysia, which is Jr NBA Malaysia partner and main sponsor, said that milk is one of the richest and most easily accessible sources of calcium.

"Dutch Lady will continue to educate the public on the essential nutrients of milk to help address the low intake of calcium among Malaysian children," she said, adding that the sponsorship was in line with Dutch Lady's "Drink, Move, Be Strong" platform.

Jr NBA Malaysia is jointly supported by the Education Ministry and Westports Malaysia Dragons with sponsors Spalding and Astro.

For details, visit [www.jrnba.asia/malaysia](http://www.jrnba.asia/malaysia) or [www.facebook.com/jrnbamalaysia](http://www.facebook.com/jrnbamalaysia)



(From second left) Wong, Dr Mehander and Ng with the players at the launch of the Jr NBA Malaysia programme.

Dr Mehander (centre) holding a copy of Dutch Lady's book of memories. Flanking him are Wong (left) and Ng.