



Media Advisory

FOR IMMEDIATE RELEASE
July 9, 2019

MEDIA CONTACT:

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‘WHEELCHAIR BALL for ALL’ with Bridge II Sports Fridays in July at American Tobacco Campus

VISUALS AND MEDIA OPPORTUNITIES:

- Media will have the opportunity to play wheelchair basketball
- Community participants (all abilities) playing wheelchair basketball alongside wheelchair athletes.
- Interview opportunities with athletes with disabilities, community participants and Bridge II Sports.

When: Friday July 12, 2019 5pm – 7pm (before Durham Bulls home game 7:05pm)
Friday July 19, 2019 5pm – 7pm
Friday July 26, 2019 5pm – 7pm (before Durham Bulls home game 7:05pm)

What: Bridge II Sports is back at the American Tobacco Campus in Durham this summer with open WHEELCHAIR BASKETBALL at the YMCA Cage Court. These free, fun Friday events are an opportunity for EVERYONE (both those with and without disabilities) to play together.
All the fun is leading up to [AUGUST MADNESS](#)- Bridge II Sports’ annual wheelchair basketball tournament fundraiser sponsored by MetLife August 19th at PNC Arena.

Where: YMCA ‘CAGE’ Court on the American Tobacco Campus
304 Blackwell St., Durham

MEDIA COORDINATING INSTRUCTIONS:

Media interested in covering the event contact Bridge II Sports’ Marketing Manager, Brad Rosell, at bradr@bridge2sports.org or by phone at (866) 880-2742 ext. 3. Media required to review and sign [BIIS Media Policy](#).

Bridge II Sports is a North Carolina non-profit organization dedicated to developing and implementing opportunities for youth and adults with physical disabilities to realize their potential through sports participation. Through adapted sports programming, special events, awareness initiatives and team development, Bridge II Sports empowers people with physical disabilities to “Find the Player Within” and challenge community perceptions of disabilities. Bridge II Sports provides year-round programming in 10 different adapted sports, the #EVERYBODYPLAYSNC disability awareness in schools initiative and several adapted sports events including Valor Games Southeast for Veterans and members of the armed services with disabilities and regional wheelchair basketball tournaments.

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