

## Bridge II Sports- Media Alert

Contact: Brad Rosell [bradr@bridge2sports.org](mailto:bradr@bridge2sports.org) 866-880-2742 x3

### **Adapted Sports fundraiser goes VIRTUAL this year with Local Legends**

Bridge II Sports challenges All-Stars, collegiate programs, and corporate/community organizations VIRTUALLY this year for a great cause.

#### **WHEN:**

**Thursday November 19, 2020**

**6pm LIVE stream on YouTube**

<https://www.youtube.com/channel/UCD-gttL2ju1PJDytzTpYdkw>

#### **WHAT:**

For 8 years Bridge II Sports has held its annual [August Madness Basketball Tournament Fundraiser](#) to support life-changing impact for youth, adults and Veterans with physical disabilities through the power of adapted sport.

Unfortunately, this year due to COVID-19, corporations, All-Stars, and the community couldn't get together on the court at PNC Arena to play wheelchair basketball for a great cause.

Instead the MADNESS went VIRTUAL! The [Virtual Madness One-Minute Challenge](#) encourages all in our community to get a glimpse of the skill needed to shoot while seated by seeing how many free throws they can make in a minute from a chair.

Several familiar and famous faces took on the challenge including basketball legends Phil Ford, Dereck Whittenburg, Chucky Brown, Sam Perkins and Chasity Melvin.

All our Triangle collegiate hoops programs got in the action with players from Duke, UNC, NC State, and NC Central 'sitting up' to the line.

Corporate and business leaders joined the fun as well to show that #HoopsAreHoops

A series of on-line fundraising events are culminating **THIS THURSDAY November 19, 2020 LIVE** on the Bridge II Sports YouTube channel. We have support from the world of sport. You will see their 1-minute challenges, as well as the life-changing 'stories of impact' by Bridge II Sports athletes. A live auction of a signed basketball from Coach K and one from Coach Keatts will also take place. The public is encouraged to learn and donate much needed funds to keep adapted sports alive for people with physical disabilities.

"In the midst of COVID-19, community challenges, and isolation, I thought changing our August Madness Fundraiser would give us all a shot of hope as we see what one can do with limits. It is about changing the mindset. I am grateful for our University friends, pro athlete friends, company friends, and our community at large who said, YES, I'll try. Join me in watching something that will give you a smile, boost your hope, and share in the magic of adapted sports." said Ashley Thomas, Founder and CEO of Bridge II Sports.

**LINKS:**

[Legends of Basketball Virtual Madness Promo](#)

featuring Chucky Brown, Phil Ford, Dereck Whittenburg, Chasity Melvin and more

[Virtual Madness One-Minute Challenges](#) featuring:

Duke, UNC, NC State and NC Central

[Stories of Impact of Bridge II Sports Athletes](#)

Virtual Madness Page:

[www.bridge2sports.org/virtualmadness/](http://www.bridge2sports.org/virtualmadness/)

Donation opportunities:

<https://hoopsarehoops.givesmart.com>

Text 'HoopsAreHoops' to 76278

Follow:

Bridge II Sports on Facebook, Twitter, and Instagram @bridge2sports

**MEDIA COORDINATING INSTRUCTIONS**

Questions can be directed to Bridge II Sports' Marketing Manager, Brad Rosell, [bradr@bridge2sports.org](mailto:bradr@bridge2sports.org) or by phone at (866) 880-2742 ext. 3

**About Bridge II Sports**

Bridge II Sports is a North Carolina non-profit organization dedicated to developing and implementing opportunities for youth, adults and Veterans with physical disabilities to realize their potential through sports participation. Through sports programming, special events, awareness initiatives and team development, Bridge II Sports aims to empower persons with physical disabilities to "Find the Player Within" and challenge perceptions of disability. Ninety-five percent of our youth go on to college or tech school. It is the power of adapted sports that builds healthy bodies, minds, impacting the community with strength. Home of Valor Games Southeast, serving Veterans with disabilities, EveryBODYPlaysNC - adapted sports program in public school, and August Madness - bridging companies, pro athletes, and our athletes, breaking down the barriers of disability, one game at a time. For more information on Bridge II Sports visit [www.bridge2sports.org](http://www.bridge2sports.org)

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