



News Release

FOR IMMEDIATE RELEASE

New basketball franchise creates fun and job opportunities in cities across the US

Elkhart, IN (October 16th, 2009) – The [Community Basketball Leagues, LLC](#), an Indiana based co-ed youth and adult amateur basketball company, today announced a new franchise program that will help [individuals in cities throughout the United States](#) with becoming a franchise owner with no-money invested. The company also says that each franchise will help to generate three to five new job opportunities and raise money for local schools, churches, and/or basketball facilities.

The basketball leagues will cater to youth and adults ages six and up. The CBL adult leagues feature a player draft, player trades, all-star games, and player and team rankings each week. “The CBL league is about giving our players the ultimate amateur basketball experience. We also want to cease the opportunity to help provide economic development to those who have been hit hard by our economy,” said [Jamar Johnson, the Creator and Chief CBL Commissioner](#).

The CBL was started in September of 2008 in Elkhart, IN, Johnson’s hometown. One of the other characteristics about the CBL league is that it is not just about playing basketball. The company also has a health and wellness, life skills education, and business stewardship program that they promote through their [CBL Playbook classes](#) for players each week during league play.

“I think this is a very innovative concept for an amateur basketball league and this type of structured basketball league is needed for both the youth and adults here in the Phoenix area,” said Dave Williams, Elite AAU Basketball Coach and Trainer in Phoenix, AZ metro area, where 14 new league franchises will be starting in 2010.

The [CBL’s franchise program](#) will allow those who are interested in having a CBL league in their city to reserve the rights to their locations while they participate in the three year program. If the candidate successfully completes the program they will be given a CBL franchise at no-cost. “There are a lot of people out there right now that have the skills to be in business for themselves, but they may not have the financial means to get started at this time so we are assisting them by financing their start-up,” said Jeff Jackson, Vice President, CBL Finance.

The CBL franchise program will end December 31st, 2009 and it is on a first come, first serve sign-up basis. For more information about the Community Basketball Leagues and career opportunities visit the Become a Franchisee page at [www.CBLHOOPSUSA.net](#) or call 1-888-228-3855.

ABOUT COMMUNITY BASKETBALL LEAGUES

Based in Elkhart, IN, Community Basketball Leagues promotes health and wellness, life skills education, and business stewardship. For more information about the Community Basketball Leagues or to register to play, log on to [www.CBLHOOPSUSA.net](#).

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Media Contacts and Media Coverage Links:

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Dave Williams, Elite AAU Basketball Coach and Trainer – (480) 232-6598 or coachdave425@yahoo.com

CBL media coverage link - <http://www.cblhoopsusa.net/17.html>

CBL TV/video commercial link - <http://www.cblhoopsusa.net/index.html>