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News Release

FOR IMMEDIATE RELEASE

New amateur and semi-pro basketball league and team comes to Detroit

Tempe, AZ (June 29th, 2010) – The [CBL Worldwide, LLC](#), a youth and adult amateur basketball organization, announced a new franchise operation and semi-pro team called the Detroit Accelerators. The CBL league and exposure team franchise was purchased by Marty Herthington of Royal Oak, MI, who will also serve as the league's Commissioner and the team's General Manager.

"I started a CBL franchise because of my love for basketball and because our area needed a different type of community based program that would bring us together and nothing does that better than sports and sports teams," said Marty Herthington, CBL Detroit Commissioner and General Manager. The CBL basketball leagues are for youth and adults ages six and up. The CBL adult leagues, ages 17 and up, 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, it's a combination of fantasy and reality basketball," said Jamar Johnson, Chief CBL Commissioner.

The CBL was started in September of 2008 in Elkhart, IN, Johnson's hometown, and it is quickly growing around the country. The CBL will have leagues and exposure league teams in Indiana, Arizona, Nebraska, North Carolina, Texas, and now Michigan. One of the other characteristics about the CBL leagues is that it is not just about playing basketball. The league 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. All players that want to try-out and play for the CBL Exposure League teams, also known as the CBL "E" League, must first participate and play in the CBL adult league in their city.

The CBL season in Detroit starts in July and player orientation meetings for the adult league start this month. All players in the CBL are considered amateurs and players are not paid to play in the leagues. The CBL player registration is limited to 12 teams in the adult leagues and each player is guaranteed equal playing time with the league's rotation system. The CBL's registration policy is on a first come, first serve sign-up basis and there is no try-outs to play in the CBL adult leagues. Anyone interested in playing in the CBL Austin league can visit www.CBLHOOPSUSA.com or contact Marty Herthington at 248-331-7426 or martyh@cblhoopsusa.net to get more information. For those interested in becoming a CBL franchise owner can call 1-888-228-3855 or info@cblhoopsusa.net.

ABOUT COMMUNITY BASKETBALL LEAGUES

Based in Tempe, AZ 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.com.

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