Nike Basketball Camps Announces Intro to Hoops Programs for Younger Players

Nike Basketball Camps announces a new branch of programs for young beginners called Intro to Hoops.

SAN RAFAEL, Calif. (PRWEB) April 09, 2019 -- These beginner basketball camps are designed for younger campers, typically ages 5-8, that are new to the game and want to learn the basic basketball skills and concepts.

“We noticed a hole in the market,” says Brent Koonce, Sr. Vice President of Nike Basketball Camps. “Kids are participating in organized sports at younger ages now than ever before and finding a summer camp for them to focus on a single sport, like basketball, is tougher than it should be. Most camps in the business typically start at the age of 8 so we wanted to provide the opportunity for younger kids to come to Nike Basketball Camps, work with our incredible staff of professional coaches, and learn about the basic foundational aspects of the game in an environment that is fun, engaging, and inclusive.”

Led by some of our best coaches, the Nike Basketball Camps - Intro to Hoops curriculum teaches basic concepts, terminology, and gross motor movements. Campers play with smaller size balls and utilize adjustable hoops to accommodate their height and help improve their skills and confidence.

These youth basketball camps are open to both boys and girls. While at camp coaches will introduce skills in fun and encouraging ways to help nurture a love for the game. The goal of these half day camps is to introduce the game in a way that makes it fun for all.

The first Nike Basketball Camps - Intro to Hoops camps will be offered at a select number of locations across the US in summer 2019. Players, coaches, and parents interested can visit www.ussportscamps.com/basketball or call 1-800-645-3226.

About US Sports Camps

US Sports Camps (USSC), headquartered in San Rafael, California, is America's largest sports camp network and the licensed operator of Nike Sports Camps. The company has offered summer camps since 1975 with the same mission that defines it today: to shape a lifelong enjoyment of athletics through high quality sports education and skill enhancement.
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