



Ottawa's Largest Charity 3-on-3 Basketball Tournament and Urban Jam is Back! Mixing Sport, Urban Culture and Charity Entertainment for All Ages

Basketball and Urban Culture come together for Hera Mission and Ausome Ottawa

Ottawa, ON July 9, 2017 - For the first time ever in Ottawa, on **July 9th, 2017**, over 50 3 on 3 basketball teams will compete to be king of the court at [3-on-3 in the 613 Basketball Tournament and Urban Jam](#), at Lansdowne Park; yes, this year we're taking it outside!! Also back is the popular Urban Jam, a celebration of all things urban: Graffiti art, DJs, hip hop and more.

Over 400 athletes of all ages and all levels will come together with friends and family to celebrate the sport and the culture that is Canadian basketball.

Fresh and hip, there is no other celebration of sport and urban culture like it in the 613!

The Experience

- DJ Daddy Rich and friends spinning beats all day
- Live graffiti demos and workshops from Dems and Dolls with the uber talented Sarah Doll
- Hip hop dance, African drumming
- A halftime show headlined by Cody Coyote, an Indigenous Hip Hop artists with Broken English Records also warming up the crowd

All proceeds from this event will benefit [Hera Mission](#) and [Ausome Ottawa](#), two local non-profits. "A partnership and celebration centred around our favourite sport just made sense for both of our charities", said Liisa Vexler, Executive Director of Ausome Ottawa.

"Nothing like this has ever taken place in Ottawa. Basketball is one of Canada's most popular sports but our city has yet to really give it its due. *3-on-3 in the 613* will do just that". Said Peggy Taillon of HERA Mission

About [Hera Mission](#)

Hera means love in the tribal language of Luo, the language spoken in Nyanza Province in Western Kenya. Hera Mission is committed to building greater prosperity and opportunities for orphaned children, widows, grandmas and great grandmas (Danis) after the devastating impact of HIV, TB, AIDS and Malaria transformed the village of Asembo Bay and left 100s struggling in poverty.

About [Ausome Ottawa](#)

No one should be excluded from sports. But for kids with autism, playing sports isn't always easy. Sometimes, community programs are not designed to meet the needs of kids with autism. In other cases, financially stressed families just can't afford to enrol, after they have paid for all their child's therapies. Ausome Ottawa exists to change this. Our vision of 'Ausome' is an opportunity for every kid with autism to participate in sports in a program that meets their needs.

9 – 6PM Lansdowne Park at the basketball courts. Sunday July 9th 2017

For further information:

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