

CONNOR SPORT COURT™
Press Release



**CONNOR SPORT COURT AND THE NBA
JOIN FOR THE NBA ALL-STAR WEEKEND JAM SESSION
IN DALLAS—17th YEAR OF PARTNERSHIP**

Dallas, Texas, (PRWeb) Feb.00, 2010—Connor Sport Court International (CSCI) will provide more than 65,000 square feet of Sport Court® products and a specially-constructed Connor wood portable floor as part of its partnership with the National Basketball Association’s All- Star Weekend Jam Session in the Dallas Convention Center Feb.11-13.

The Jam Session runs in conjunction with the NBA All-Star Game, which will be held in the new Cowboys Stadium in Arlington on Sunday, Feb. 14, with television airing beginning at 7 p.m. ET.

“The NBA Jam Session has selected Sport Court and Connor playing surfaces since 1993,” said Ron Cerny, President and CEO of the Utah-based sport flooring manufacturer.

“Our relationship with the NBA Jam Session began 17 years ago when the NBA All Star Game was played in Salt Lake City. We couldn’t be more pleased that they’ve continued to select America’s premier [athletic surfaces](#) for these outstanding events.”

The NBA uses the Jam Session as a way of providing broad public contact with NBA players and events in the community in which the All Star Game is held.

“With the high standards that the NBA requires, it gives us great comfort to be working with the leader in athletic surfaces for our event” said Nora Risti, (title here). “Their products are well known for safety and performance.”

An estimated 200,000 children and adults will take part in this year’s NBA Jam Session presented by Adidas in Dallas. Attendees will meet NBA players and legends, collect autographs, and purchase merchandise.

One of the most popular events in the Jam Session is when the local kids and adults shoot, slam, dribble and drive on the courts provided by Sport Court. NBA players and NBA legends also provide basketball tips. Kids and adults compete against friends in skills challenges.

Connor Sport Court is providing its patented Response™ flooring for the event, as well as a 112' by 60' [Connor Quicklock™](#) portable hardwood playing surface. Sport Court will also feature a 40 foot by 40 foot activity area that showcases Sport Court's premier [outdoor court](#) surface PowerGame™, which has several patents pending and has quickly become the leading outdoor basketball surface.

“We help provide the public greater access to the NBA with this project,” said Cerny. “It's one of the ways the NBA and Connor Sport Court can give something back to the community.”

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About Connor Sport Court International

More athletic events are played on Connor Sport Court surfaces than on any other sports flooring in the world. Connor sports floors have established themselves as the standard for professional and collegiate sports since the company was founded in 1872. Sport Court® is a registered trade mark of Connor Sport Court International. Since 1974, it has identified the original and authentic modular sport surface, continuously improved and patented to provide the highest levels of quality and performance. Connor Sport Court is proud to be the only sports surfacing company in the world that is independently audited and verified as “Zero Waste” and fully ISO 9001:2008 certified.

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