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## **Naismith Memorial Basketball Hall of Fame and Beta Sigma Boulé Announce Alliance**

*Local High School Students to be celebrated at "Education & Leadership Luncheon"*  
**- Thursday, July 14, 2016 -**

SPRINGFIELD, MA – The Naismith Memorial Basketball Hall of Fame announced today its formal strategic alliance with Beta Sigma Boulé, the Springfield member boulé of Sigma Pi Phi Fraternity. The focus of Sigma Pi Phi and its 5,000 members is aspirational modeling, leadership, education and social action by supporting and mentoring young men in the African American community. The Basketball Hall of Fame aims to support this cause by helping to improve the opportunities and futures open to young African American males in the Springfield area.

"The men of Beta Sigma Boulé are some of the most important leaders and professionals in Western Mass.," said John L. Doleva, President and CEO of the Basketball Hall of Fame. "We commend them for the tremendous work they have done in our community and we look forward to expanding our relationship to support their efforts."

Founded in 1904 in Philadelphia, Sigma Pi Phi is the oldest African American Greek-lettered organization. The Springfield member boulé was founded in 1983 and now includes 25 leaders in various professions in Western Mass. including education, healthcare, law, business and social services.

"Beta Sigma Boulé is honored to partner with the Basketball Hall of Fame to help cultivate and celebrate the excellence of young African American males, as well as the greatness of our region," said Brooks Fitch, Sire Archon (President) of Beta Sigma Boulé.

As part of the 2016 Enshrinement Weekend, on September 9<sup>th</sup>, the Basketball Hall of Fame and Beta Sigma Boulé will host an *Education & Leadership Luncheon at Springfield College*. Local high school students will be rewarded for their perseverance and excellence. Students and local business leaders will have the opportunity to celebrate their achievements and hear from inspiring Hall of Famers.

### **About Beta Sigma Boulé:**

Springfield's member boulé of Sigma Pi Phi Fraternity, Beta Sigma Boulé, was founded in 1983 and now includes 25 leaders throughout Western Mass in education, healthcare, law, business, and social services. Its primary focus is to improve the opportunities and wellbeing of young African-American males. For more information, please visit the organization's website: [www.betasigmaboule.org](http://www.betasigmaboule.org)

### **About the Naismith Memorial Basketball Hall of Fame:**

Located in Springfield, Massachusetts, the city where basketball was invented, the Naismith Memorial Basketball Hall of Fame promotes and preserves the game of basketball at every level – professional, collegiate and high school, for both men and women on the global stage.

### **For more information on the Naismith Memorial Basketball Hall of Fame:**

Visit us online: [www.hoophall.com](http://www.hoophall.com)

... on Facebook: [www.facebook.com/BBHOF](https://www.facebook.com/BBHOF)

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... or call 1-877-4-HOOPLA

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