



Naismith Memorial Basketball Hall of Fame to Reopen Tomorrow, July 8th Following \$20+ Million Renovation

COVID-19 Precautions to be Implemented Upon Grand Reopening

SPRINGFIELD, MASS. (July 7, 2020) – The Naismith Memorial Basketball Hall of Fame announced today the museum will reopen tomorrow, Wednesday, July 8, following its \$23+ million refurbishment which launched in 2017. The museum has been closed to the public since February 3 and was expected to reopen March 25, but has been postponed due to the COVID-19 pandemic.

The Hall's renovation includes the refurbishment of its iconic dome, in addition to a new technologically advanced visitor experience including the following:

- "High Above Center Court" – An all new exhibit set beneath the iconic dome, High Above Center Court features a series of photo opportunities where guests can "measure up" against cut outs of their favorite players and take a tour through artifacts highlighting key moments in history, such as the "Phenom" exhibit featuring LeBron James or the "Fashion" exhibit featuring Dennis Rodman.
- "Hall of Honor" – The all new signature exhibit of the Hall of Fame is the Hall of Honor. Enjoy this reverent space while learning through a series of interactive kiosks. With over 24 hours of video content, the experience can become as deep and vast as guests chose.
- "1891 Gallery" – Experience the time period surrounding the game's invention by Dr. James Naismith. Learn about the original rules, which notably haven't changed much! See artifacts such as a piece of the hardwood from the original YMCA and uniforms worn by the first female trailblazers of the game.
- "Players Gallery" – Take a deep dive into players' signature moves, such as Kareem's Sky Hook, Ray Allen's art of shooting the three-point shot or the euro-step which has taken scoring to new heights.
- "James Goldstein Superfan Gallery" – Take a journey through the all new superfan gallery and experience the game through the legendary superfans such as James Goldstein and Nav Bhatia. Explore memorabilia from the amazing collection of late Superfan Penny Marshall.
- ✧ • "Jerry Colangelo Court of Dreams" – Be sure to shoot baskets on the all new Court of Dreams featuring a wowing LED screen that runs highlights of legendary players and moments in basketball history.

"We're very excited to reveal our museum renovations to the basketball community and understand these are unprecedented times for public health. Above all, the health and safety of our guests and employees are of the utmost importance," said John Doleva, President and CEO of the Naismith Memorial Basketball Hall of Fame. "We welcome basketball fans to join us this summer for a reimagined Hall of Fame experience, which includes a number of precautions related to coronavirus."

The full list of implemented protocols can be found at hoophall.com/covid-19, including:

- An elevated sanitation and cleaning protocol, including hourly sanitizing of all frequently touched surfaces such as doorknobs, handles, and elevator buttons
- Hand sanitizer stands spread throughout the museum floors
- Complimentary disposable face masks for all guests
- Designated foot traffic patterns to facilitate social distancing
- Complimentary stylus devices to use on all touch screen applications throughout the museum
- Sanitization of every basketball following guest use
- Anyone experiencing any type of illness is asked to refrain from visiting

The Hall of Fame is now accepting group ticket reservations, meetings and events for July 2020 and beyond. For more information, please call the Basketball Hall of Fame's Ticket Office at (413) 231-5513 or visit www.hoophall.com.

About the Naismith Memorial Basketball Hall of Fame:

Located in Springfield, Massachusetts, the city where basketball was born, the Naismith Memorial Basketball Hall of Fame is an independent non-profit 501(c)(3) organization dedicated to promoting, preserving and celebrating the game of basketball at every level – men and women, amateur and professional players, coaches and contributors, both domestically and internationally. The Hall of Fame museum is home to more than 400 inductees and over 40,000 square feet of basketball history. Nearly 200,000 people visit the Hall of Fame museum each year to learn about the game, experience the interactive exhibits and test their skills on the Jerry Colangelo "Court of Dreams." Best known for its annual marquee Enshrinement Ceremony honoring the game's elite, the Hall of Fame also operates over 70 high school and collegiate competitions annually throughout the country and abroad. For more information on the Basketball Hall of Fame organization, its museum and events, visit www.hoophall.com, follow **@hoophall** or call 1-877-4HOOPLA.

Basketball Hall of Fame Media Contact

Nicole Taylor, Position Sports // mediarelations@positionsports.com



Jimmy Conzelmann
COURT OF DREAMS

