

## Ninth Annual Hoops & Hoopla at Sports Authority Field at Mile High to Benefit Kunsberg School

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MARCH 22, 2012

DENVER — Sports lovers and supporters of National Jewish Health will gather on the East Club Level at Sports Authority Field on Saturday for the ninth annual *Hoops & Hoopla*<sup>SM</sup> men's college basketball championship semifinal fundraising event presented by Greiner Electric. Proceeds from the event go to Kunsberg School, a free kindergarten through eighth grade school for chronically ill children on the National Jewish Health campus.

### WHAT:

Ninth annual *Hoops & Hoopla* presented by Greiner Electric

Attendees in their college gear watch the men's college basketball championship semifinal games on the Jumbotron on the field, an HDTV video wall and more than 35 TVs. *Hoops & Hoopla* also features a silent auction, games, gourmet food and two fully stocked open bars

### WHEN:

Saturday, March 31, 2012

Doors open at 3:30 p.m.; first game tips off at 4 p.m.

### WHERE:

Sports Authority Field at Mile High, East Club Level

### HOW:

For more information, including sponsorships and ticket availability, contact Mike Meyers at 303.728.6576 or by e-mail at [meyersm@njhealth.org](mailto:meyersm@njhealth.org)

### WHO:

Sponsors include BKD, LLP; Arapahoe Fire Protection Inc.; AVI-SPL; Consolidated Electrical Distributors; Crescent Electric Supply; Crum Electric Supply; Gary Leimer, Inc.; GE Johnson Construction Company; Gexpro; Husch Blackwell, LLP; Interface Communication Co.; Lockton, Inc.; Mortenson Construction; RK Mechanical; Rossi Engineering; SimplexGrinnell, LP; Trautman & Shreve, Inc.; UMB Bank; and many others.

### WHY:

**Kunsberg School** at National Jewish Health is a free day school for 90 chronically ill students in kindergarten through eighth grades. Its mission is to provide a safe, friendly and healthy school environment where students succeed academically, medically and socially. Many students are minorities, and most families are at or below poverty level. Typically, they have fallen behind their peers in school because of illnesses including severe asthma and/or allergies, sickle cell anemia, diabetes, HIV/AIDS and other respiratory and related disorders. Kunsberg students receive care and learn to manage their illnesses from three nurses and National Jewish Health pediatricians. They eat nutritious meals, exercise daily, and practice positive social interaction. The students learn in small classes from teachers with advanced degrees using the latest educational technology tools; they demonstrate their knowledge by showing steady improvements on the CSAP test and outpacing their peers in similar schools. Upon graduation, Kunsberg students have the skills to lead healthy, productive, meaningful and active lives.

**National Jewish Health** is known worldwide for treatment of patients with respiratory, cardiac, immune and related disorders, and for groundbreaking medical research. Founded in 1899 as a nonprofit hospital, National Jewish Health remains the only facility in the world dedicated exclusively to these disorders. Since 1998, *U.S. News & World Report* has ranked National Jewish Health the #1 respiratory hospital in the nation.

**National Jewish Health** is the leading respiratory hospital in the nation. Founded 123 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the [media resources page](#).

## Media Contacts

Our team is available to arrange interviews, discuss events and story ideas.

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