

# A full-court partnership

Assist Basketball Network, the world's largest basketball camp management solution, has teamed up with EF Education First, The World Leader in International Education, to develop the world's premier youth basketball experience. In basketball hot spots across Europe, players will refine their skills with some of the game's greatest minds, then put them to the test against players from across the globe. Off the court, they'll explore their opponents' cultures in-depth, acquiring local knowledge and building global awareness at the world's most iconic sites and destinations.

## A winning formula

Basketball's emergence as the world's second-most popular sport is a sign of a more connected global society. It's a society in which global awareness has become paramount to success on and off the court—and no one knows that better than The World Leader in International Education.

EF Education First has provided young minds with life-changing international experiences for nearly 50 years. Today, EF's knowledge and expertise spearhead an entire movement in education, and partnered with ABN, they provide players with the transformative off-court experiences to complement Europe's best basketball camps and tournaments. The numbers speak for themselves:

2/3



About two-thirds of EF travelers are motivated to become more fluent in other languages



iSi!



4/5

4 out of 5 EF travelers report becoming better communicators and problem solvers

92%

18%

of EF travelers feel more comfortable in new and different cultural settings

95%



of EF tour leaders report that their tour was highly educational

## Changing the game

Ahead of the curve, Rob Friedrich launched Assist Basketball Network nearly 20 years ago as a way of connecting the basketball world. Judging from the sport's surging popularity, the quality of international play and the success of NBA players such as Manu Ginobili and Dirk Nowitzki, it's clear the world Rob envisioned has a lot to teach us about the game—and the people who play it.

With an assist from EF, players now have the chance to explore both first-hand. They'll get to see how they measure up against international competition and forge meaningful connections around a shared love of basketball. With players and coaches from around the world, they'll discover skills and experiences they can build on every day, and learn a whole new meaning of teamwork. From multilingual 5-on-5, to the feeling of walking into the Colosseum as a team, the ABN in Europe experience leaves players more well-rounded as both basketball players and global citizens.

## Players will:

- Strengthen on-court fundamentals, receive mental training sessions and attend tactical presentations with college coaches and professional players
- See some of the world's most iconic sites, including the Colosseum, the Berlin Wall, Michelangelo's *David*, La Sagrada Familia and the Swiss Alps
- Compete against players from all over the world in 3-on-3 tournaments, skill contests and full-court scrimmages
- Engage in immersive cultural experiences like sampling Swiss chocolate, Florentine leather-making and the beaches of Costa del Sol
- Hear and learn from special basketball guests, including NBA players and coaches

## Free training for coaches

Before each tour, EF takes all first-time tour leaders to Paris, Rome, Madrid, Berlin or Beijing to train for free. Alongside EF staff and experienced Group Leaders, coaches have the chance to build comfort and confidence in a real tour setting before they take their players on tour.



# Four incredible tours One universal game

## Lucerne and Monticatini

It's hard to say which will be most breathtaking: the views from high in the Swiss Alps, seeing masterpieces like Michelangelo's *David* in Florence, setting foot inside the Colosseum in Rome, or a two-day basketball camp in Lucerne and another three-day camp in Florence. In addition to developing their skills on an international stage, your players will emerge with a deeper appreciation of different cultures and people. **Running: Summer 2012**



## Germany and Denmark

Introduce your players to Germany, land of bratwurst, BMW and Dirk Nowitzki. In Berlin and Hamburg, see how the country has emerged from its somber past into a bright, new future. Everyone's a kid at Legoland in Billund, where you'll enjoy the park's interactive Star Wars area, and at the Givskud Zoo. Finally it's on to Aarhus, Denmark's second largest city. Here it's all about basketball, as your group will cap its tour with an unforgettable five-day tournament against competition from around the globe. **Running: Summer 2012**



## Barcelona, Madrid and Costa del Sol

Hold court during a two-day basketball tournament in Barcelona, where Michael Jordan and the U.S. Dream Team ran away with the gold at the 1992 Olympics. Your players will explore masterpieces of a different sort when they visit architect Antoni Gaudi's colorful fantasyland, Parque Guell, and his still-unfinished church, La Sagrada Familia. A second international tournament, this one a three-day event, awaits in sunny and sandy Costa del Sol, but not before visits to the Palacio Real and The Prado Museum in Madrid. **Running: Summer 2012**



## Best of Italy

If your players thought competing in front of 18,000 fans in a college or pro arena was pressure, they'll think again when they step inside the Colosseum in Rome, where gladiators literally fought for their lives in front of 50,000 cheering spectators. In Florence, they'll put their skills to the test against international competitors in a three-day tournament. Not only will they learn about the international game, they'll have the chance to make new friends from all over the world. Off the court, they'll immerse themselves in Renaissance artwork and architecture, from Michelangelo's *David* to the proud brick dome of the Duomo in Florence. **Running: Summer 2012**



**Get in touch today for more information  
on all four tours and how to get started:**

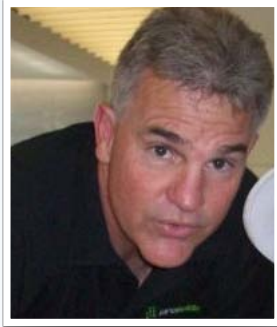
FOR COACHES, CONTACT:

Lindsay Gerlach  
email: [Lindsay.Gerlach@ef.com](mailto:Lindsay.Gerlach@ef.com)  
phone: 973-714-5104

FOR PLAYERS AND PARENTS, CONTACT:

Customer Service  
Hours: 8:00 am – 7:30 pm | MST Monday – Friday  
email: [abntours@ef.com](mailto:abntours@ef.com) | phone: 877-273-9334





**“I CHOSE THE WORD ‘ASSIST’ FOR MY COMPANY, AS IT IS REALLY BUILT AROUND THE CONCEPT OF HELPING CONNECT AND FACILITATE THE GROWTH OF BASKETBALL KNOWLEDGE. INTERNATIONAL CONNECTIONS WITH OTHER CULTURES HELP US ALL GROW AS HUMANS.”**

**– Rob Friedrich**  
Founder, Assist Basketball Network | [assistbasketballnetwork.com](http://assistbasketballnetwork.com)



EF Center Boston  
One Education Street  
Cambridge, MA 02141-1883

EF Center Denver  
1755 Blake Street  
Denver, CO 80202



**Education First**

For nearly 50 years, we’ve worked to break down barriers of language, culture and geography. Together with educators across the globe, we’re dedicated to providing educational experiences that teach critical thinking, problem solving, collaboration and global competence.

[ef.com](http://ef.com) | [eftours.com](http://eftours.com) | 800-637-8222

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