



FOR IMMEDIATE RELEASE:

FLYIN' TO THE HOOP SELECTED AS OFFICIAL HOST SITE FOR NEW NIKE EYBL SCHOLASTIC LEAGUE

Dayton, OH – July 2025 – Flyin' to the Hoop, one of the premier high school basketball showcases in the nation, is proud to announce a groundbreaking partnership with the newly formed **Nike EYBL Scholastic League**. This collaboration will make the **Beacon Orthopaedics Flyin' to the Hoop** event an official host site for select league games, bringing even more elite national competition to the Dayton region on an annual basis.

The **Nike EYBL Scholastic League** is a new initiative featuring top-tier high school programs from across the country competing in a structured, high-visibility schedule backed by Nike. The league includes powerhouse prep schools, nationally ranked athletes, and a platform designed to elevate the high school basketball experience for athletes, fans, and scouts.

Flyin' to the Hoop, now entering its **23rd year**, has long been a magnet for elite talent, including future NBA stars and college standouts. The event consistently ranks among the **top high school basketball showcases in the nation**, drawing national media attention, college coaches, and thousands of passionate fans. The event boasts over 100+ alumni now in the NBA.

The partnership is set to kick off during the upcoming Flyin' to the Hoop event, taking place **January 16–19, 2026** at the Trent Arena in Dayton, Ohio, where select EYBL Scholastic matchups will be featured as part of the typical tournament weekend consisting of the best teams from Ohio and other national powerhouses.

"We are honored to be selected by Nike as one of the official host venues for the EYBL Scholastic League games," said **Eric Horstman**, Founder and President of Flyin' to the Hoop. "Our mission has always been to provide a national stage for high school athletes, and this partnership further solidifies our commitment to excellence and innovation in high school basketball."

The integration of EYBL Scholastic League games into the Flyin' to the Hoop schedule ensures that fans will continue to witness some of the **best high school basketball competition anywhere in the country** — all in a single weekend on a single stage.

Additional announcements, participating teams and the official schedule will be released at the annual October press conference. For more information, visit www.flyintothehoop.com or follow @FlyinToTheHoop on social media.

About Flyin' to the Hoop

The **Beacon Orthopaedics Flyin' to the Hoop Basketball Invitational** (www.flyintothehoop.com) is a Top-Ranked National High School Basketball Event that pumps over **\$1.9M** into the surrounding Dayton, OH communities annually. Founded in 2003, the event currently has over **100** alumni in the NBA, NFL or MLB that participated on the FTTH stage. The event is managed by **Sports Image®** (www.sportsimageinc.com) that was also founded by Eric Horstman in 2002 with the purpose of helping high schools and other grassroots organizations to obtain equipment and revenue for their

*athletic programs - as well as being an Event Management company. To date, Sports Image® has given over **\$1,500,000** in cash and over **\$15,000,000** in equipment to schools/organizations throughout the United States.*

About the Nike EYBL Scholastic League

The [Nike EYBL Scholastic League](#) is a newly launched, invitation-only high school basketball league featuring Nike-sponsored prep programs. Focused on elite competition and player development, the league is designed to elevate the high school basketball landscape through national scheduling, high-profile matchups, and professional-level exposure.