



Press Release

July 29, 2024

3x3 PPC Street Basketball 2024 Completed with high participation

878 male and female athletes of all ages participated in the **3x3 ΔΕΗ Street Basketball** event organized by the **Hellenic Basketball Federation and PPC** for the second consecutive year, exceeding last year by 65%. Starting in April, the **3x3 ΔΕΗ Street Basketball** event traveled to **six Greek cities** and recently concluded with the **final tournament in Katerini**, after **342 games** this season.

For 2024 the basketball rendezvous was held in **Lamia, Argos, Mesolonghi, Larisa, Tripoli and Katerini**, where the squares were transformed into **3x3 courts open to all**, powered by PPC and full of music, smiles and applause for all participants. A total of **224 teams from Greece and abroad** competed for 6,840 minutes, in the **U14 Men, U16 Men, U18 Men, +18 Men, +18 Women** categories.

3x3: From the streets to the Olympic Games

3x3 is the **most widespread team "street sport"** in the world and is played with **two opposing teams of three players**, on a basketball court, in half the court. The winner is the team that is ahead when a ten-minute game is completed, or whichever team reaches 21 points first.

Worldwide, 3x3 was played in stadiums and gyms around the world. Since the 1990s, 3x3 basketball tournaments and the standardisation of its rules have been launched, mainly in the USA. **In 2010 it appeared for the first time in international competitions at the Youth Olympic Games in Singapore**, where Greece also took part. Today FIBA organizes an annual 3x3 World Tour, World and Continental Cups. **It became an Olympic sport at the Tokyo 2020 Olympic Games, where Latvia won the gold medal in the men's event and the USA won the gold medal in the women's event.**

Greece has National 3x3 Men's, Women's, U23, U21 and U17 teams. 3x3 is constantly rising as shown by the response of athletes, clubs, the general sports audience, as well as by the rise of the country and our National Teams in the FIBA ranking. This is confirmed by the recent qualification of the U23 Women's National Team for the 3x3 World Cup.

PPC Group
Media
Relations

30 Chalkokondyli
st.,
GR-104 32 Athens
ppcgroup.com

+30 211 750 9310
+30 697 270 7713
information@ppcgroup.com

LinkedIn
Facebook
YouTube



PPC supports basketball in all its forms

PPC, as an integral part of the country's social fabric, actively supports talent, passion and fair play. In this context, PPC continues its cooperation with the Hellenic Basketball Federation (HBF) and actively supports basketball in all its forms.

With the aim of developing **3x3 in Greece**, PPC and the HBF organize, in addition to the 3x3 PPC Street Basketball, **the 3x3 Schools powered by PPC**, which gives the opportunity to students across Greece to get to know the sport that has been found "**from the streets to the Olympic Games**", but also to integrate the **spirit of sport and teamwork in their lives, for physical, mental and social development**, developing **self-confidence**, critical thinking, **discipline** and cultivating the ability to manage victory and defeat.

In addition, PPC, as the **gold sponsor of the 2024 Pre-Olympic Basketball Tournament** that took place at the Peace and Friendship Stadium, an event of global interest that was hosted again in Greece after 16 years, organized, in cooperation with the HBF, parallel activities on and off the court.

Finally, PPC supports the **men's National Basketball Team** throughout its journey towards qualification for the **Paris 2024 Olympic Games**, as its **official sponsor**.

#ΔΕΗ #enametomellon #3x3 #αθλητισμος #μπασκετ #basketball #PantaDipla #HellasBasketball #HellenicBF