



All Iowa Attack Selects GreenState Family Fieldhouse as New Eastern Iowa Home

Youth basketball academy's second location extends program's impact across the state

Coralville, Iowa (February 24, 2020) – Spectra, operators of Xtream Arena & GreenState Family Fieldhouse on behalf of ArenaCo, has agreed in principle with All Iowa Attack to open a youth basketball academy that will operate out of the GreenState Family Fieldhouse. Fourth through eighth grade boys and girls' teams will kick off the fall/winter 2020 season in Coralville, followed by the ninth through 11th grade boys and girls teams starting in the spring/summer 2021. All Iowa Attack, which was established in Ames in 2004, will have teams based out of both Ames and Coralville, and will be considered one program with the same shared vision.

“Our goal as a program is to provide an educational, competitive basketball program for third through 11th grade boys and girls across the state,” said All-Iowa Attack Program Director Blake Jensen. “By adding a second location in Coralville, we will be able to extend our reach across the state, allowing more athletes to be a part of the Attack program and to take advantage of the opportunities that it provides.”

Spectra's Michael Rooney, Fieldhouse Director for GreenState Family Fieldhouse added: “We are excited to partner with Dickson and Blake Jensen to bring the All-Iowa Attack to GreenState Family Fieldhouse. ArenaCo envisioned this facility to be an economic driver in Coralville and Eastern Iowa as part of the Iowa River Landing District, so we're looking forward to working with the All-Iowa Attack to help make that vision a reality.”

Spectra's partnership with All-Iowa Attack provides GreenState Family Fieldhouse as the exclusive Eastern Iowa home for the basketball academy to conduct practices and tournaments in Coralville. The Fieldhouse will also host Coralville Parks and Recreation programs, tournaments for other sports, and camps and clinics throughout the year. Xtream Arena & GreenState Family Fieldhouse will open August 2020. The GreenState Family Fieldhouse is a five-court, 53,000 sq. ft. fieldhouse directly connected to Xtream Arena.

“The City of Coralville thanks the All Iowa Attack for expanding to Eastern Iowa and opening a location within the GreenState Family Fieldhouse,” said Coralville Mayor John Lundell. “This partnership will be a major factor in bringing additional visitors to our city to experience all we have to offer.”

All Iowa Attack will begin hosting weekend basketball tournaments at the GreenState Family Fieldhouse in Coralville beginning November 2020. More information on exact



dates for tournaments will be coming soon. Learn more about programs and teams at alliowaattack.com or contact Blake Jensen at blake@alliowaattack.com.

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ABOUT ALL IOWA ATTACK:

All Iowa Attack is more than just basketball. They believe in using the game of basketball as an opportunity to empower today's youth to be tomorrow's leaders. Their belief is kids are being shaped into the men and women that they will become at a very young age and if taught correctly, have the abilities to learn and accomplish much more than what is often expected of them. There is no better feeling than making an impact on a young person's life and they enjoy teaching many valuable life lessons through the challenges of the game.

ABOUT SPECTRA VENUE MANAGEMENT

Spectra's Venue Management division is the industry leader across a full range of services that impact the bottom-line success of public assembly venues, including marketing and sales, corporate partnerships, event booking, ticket services and box office management, customer service, operations and engineering and finance and administration.

ABOUT XTREAM ARENA & GREENSTATE FAMILY FIELDHOUSE

When complete in August 2020, the 5,100 fixed seat **Xtream Arena** powered by Mediacom (6,600 concert capacity) & **GreenState Family Fieldhouse** will serve as a highly accessible and most importantly right sized venue for concerts, family shows, and special events. The arena will serve as host home for University of Iowa Volleyball as well as a yet-to-be-determined minor league hockey tenant. With the arena's direct connectivity to the 53,000 sq. ft 5-court fieldhouse, the facility will immediately enable this community to become a signature attractor of both amateur and professional sporting events. Xtream Arena & GreenState Family Fieldhouse will fulfill a longstanding community and economic development void in Coralville and surrounding areas