



Games from previous Jersey Shore Summer League and NABA events. (Photo courtesy of DV del Valle and Caesar Morte)

It is the Filipino-North American basketball equivalent of March Madness.

Started in the late 1980s, the North America Basketball Association (NABA) brought together teams from the East Coast of Canada and the United States.

This year marks the turn of the Jersey Shore Athletic Group, Inc. (JSAG) to host the Labor Day tournament on Sept. 4-5 in New Jersey, with the new Miss NABA to be chosen on Sept. 3.

Over 5,000 people are expected to attend, either playing for or rooting for any of the 118 different teams from the various NABA franchise areas.

These franchises include the eight areas from the U.S. - Staten Island, Jersey Shore, Central Jersey, North Jersey, Orlando, Detroit, Chicago (Glendale Heights) and Washington, D.C.; and 10 from Canada - Toronto, Scarborough, York, North York, Mississauga, New Market, Brampton, Vaughn, Montreal and Winnipeg.

A guest team from London, England completes the mix. This major East Coast sports event will include 10 divisions, played on 16 courts over nine different venues:

- Male or Female players: Tykes, Under 11 years old, and Pee wee, Under 13
- Males: Bantam, Under 15; Junior, Under 17; Juvenile, Under 20; Open, no age limit; and Seniors (35 years & over) and Masters (45 years & over)
- Females: Girls, Under 17; Open, no age limit

All games will be played in New Jersey, Brookdale Community College in Lincroft, being the main venue and site of the opening-day parade on Sept.

4.

The other New Jersey locations are Monroe Sports Center, Monroe; Georgian Court University and Holy Family School, Lakewood; The Hoop Group, Neptune; Ocean Sports Academy, Ocean; Salvation Army, Red Bank; Academy Charter High, Belmar; and St. Veronica School, Howell.

On Sept. 3, the Crowne Plaza Hotel in Monroe hosts the Miss NABA Pageant, whose winners will join the opening-day parade the next morning.

Deadline

"Our nonprofit organization focuses on basketball development for Filipino-American youth in the Jersey Shore area. This is made possible not only by funding and administrative support from members, friends and businesses but also by the volunteer efforts of all our coaches, trainers and managers," said JSAG president Caesar Morte

With the roster of teams pretty much set, and coverage from the different Filipino-American, Filipino-Canadian and local papers, as well as a Philippine-based media outlet, sponsors or advertisers can participate - ranging from on-site banners to ads in the souvenir program or on

uniforms - by contacting JSAG president Ceasar Morte, 732.814.0801; or other officers listed on www.jsagonline.org

Last year, the JSAG group stepped up to the plate in being a sponsor-partner to the PasikLaban Games between Ateneo and La Salle, the first such event in the metro New York/New Jersey area in 15 years between alumni of these storied University Athletic Association of the Philippines (UAAP) and National Collegiate Athletic Association (NCAA) rivals in the Philippines.

Working with Robert De Tagle, co-founder of the PasikLaban project as La Salle East Coast Alumni president, with Mike Ruivivar, Ateneo Alumni Northeast president, JSAG officers Morte and Alex Cayetano arranged for the basketball trophy donation and helped bring in JSAG players for either the La Salle or Ateneo basketball squads.

A month later, the three, along with New Jersey certified referee Vic DeGracia, Louie De Gorostiza and others, created the FunGames for Typhoon Relief event in Jersey City for the Gawad Kalinga/ANCOP-USA recovery efforts in the Philippines, after the devastation of storms Ondoy and Pepeng.

About JSAG

Founded in 2004, but with roots that go back to the 90s, JSAG has been a dynamic organization that organizes leagues in the winter, summer and fall for teams across different age groups, with a strong leadership and membership base.

In its commitment to basketball instruction, training and competition, it holds an annual springtime basketball camp and regularly sends teams to compete in local and out-of-town events, such as the AAU and Chinese tournaments.

Today, JSAG includes over 100 active families, and is governed by a board of 27 members.

Headquartered in Toms River, N.J., its officers include, aside from the president, Morte, Ricky Gomez, president-elect; Tottie Felibrico, treasurer; Alex Cayetano, auditor; Fe Tayo, secretary; Vic DeGracia, sports development; Al Sobredilla, public relations officer; Leny Reyes, fund-raising officer; DV Del Valle, NABA liaison officer; and Gayle Mantes, elections committee officer.

For more info, contact JSAG at www.jsagonline.com (Robert P. De Tagle, philcontext@gmail.com)