



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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**Heart of Arkansas Welcomes Amateur Athletic Union (AAU) 15 and under Girls
Arkansas' First AAU Girls National Basketball Championship in Little Rock**

LITTLE ROCK, AR (July 1, 2009) – The Heart of Arkansas is a proud partner in bringing the first ever for Arkansas, AAU 15 and under Girls National Basketball Championship on July 21-29, 2009. AAU summer basketball is the highest level of competition for high school athletes.

The Amateur Athletic Union (AAU) is one of the largest, non-profit, volunteer, sports organizations in the United States. A multi-sport organization, the AAU is dedicated exclusively to the promotion and development of amateur sports and physical fitness programs.

The AAU was founded in 1888 to establish standards and uniformity in amateur sport. During its early years the AAU served as a leader in international sport representing the U.S. in the international sports federations. After the Amateur Sports Act of 1978, the AAU has focused its efforts into providing sports programs for all participants of all ages beginning at the grass roots level. The philosophy of "Sports for All, Forever," is shared by over 500,000 participants and over 50,000 volunteers.