



JUEL and Ontario Basketball Announce Partnership

JUEL of Ontario (operated by the Canadian Basketball Alliance – CBA) and Ontario Basketball (OBA) are proud to announce a working partnership that will align club competition structure and enhance the development and experience of girls' club basketball in the province.

The partnership will address the decline of girl's participation and provide a clear structure and environment to allow girls to succeed within the game of basketball.

"This initiative is about uniting the girls' basketball community," said Claude Nembhard, executive director of Ontario Basketball. "We're bridging the gap so all young female basketball players have a place to develop and an opportunity to play in a positive environment."

The integrated partnership will ensure:

1. The integrity of athlete and club development standards.
2. A clear understanding of the pathway within the club system.
3. Maintain a high level of competition.
4. The growth of girls' basketball in Ontario.

In its first year, the partnership between JUEL and OBA will focus on governance with the alignment of rule sets, game rules, and competition dates to create a universal standard and avoid scheduling conflicts. OBA will also become an active member of the JUEL board, as well as recognize and sanction JUEL and JUEL Prep games.

JUEL and OBA will work on a system going forward that provides a premium and an equal opportunity for OBA affiliated teams to participate in JUEL and JUEL Prep. This creates a holistic developmental environment for athletes, provides coaching certification to JUEL and JUEL Prep Coaches and ultimately grows and develops girls' basketball in the province.

"The Canadian Basketball Alliance (CBA) is excited over the possibilities of partnering with Ontario Basketball,". "The partnership will provide more opportunities for all young female athletes looking to play at a high level and stands to be the benchmark for Player and Coach development. The alignment of all leagues will benefit everyone, most importantly the Players."

JUEL will continue autonomous operations of the league independent of OBA. OBA will continue to operate OBL-X and OBL leagues and will work with JUEL to align the competition structure for future years.

For more information, please contact:

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