

**CHARLOTTE HORNETS PRESIDENT & VICE CHAIRMAN**  
**FRED WHITFIELD REOPENS ACHIEVEMENTS UNLIMITED (AU) BASKETBALL**  
**SCHOOL FOR ITS 36<sup>TH</sup> YEAR IN THE COMMUNITY**

*AU Looks Forward to Safely Welcoming Back Campers for a Week of Summer Fun*

**(July 8, 2021 – Charlotte, NC)** Achievements Unlimited (AU) Basketball School is excited to announce that it will host its 36<sup>th</sup> year of operation after careful planning and preparation to implement COVID-19 safety protocols based on guidance from the Centers of Disease Control and the North Carolina Department of Health & Human Services. AU will provide campers with strong fundamental basketball skills training alongside three other main focuses including a new “NBA Math Hoops” educational component, a stance against drug abuse, and making positive friendships and choices. As one of the longest standing basketball schools in the country, AU is open to boys and girls ages 9 to 14 and will be held at a new location, the Bruton Smith Athletic Center and Harris Gymnasium at Charlotte Country Day School located at 1440 Carmel Road, Charlotte, NC. The dates of this year’s camp are Monday, July 19 through Friday, July 23 from 8:30 am to 3:30 pm.

This year AU will look a little different in the new environment at the Charlotte Country Day gym. “We are excited to be hosting our 36<sup>th</sup> Achievements Unlimited Basketball School on the campus of Charlotte Country Day School,” said Whitfield. “We are looking forward to working closely with the administrative and coaching staffs to make our transition to our new home as seamless and enjoyable as possible for all in the AU family.”

“We are honored to partner with Achievements Unlimited Basketball School to host this year’s camp. At Country Day, our athletics program is an integral part of the student experience,” said Masanori Toguchi Jr., Country Day Athletic Director. “Our work builds on the lessons our student-athletes learn in the classroom, serves as a focal point of school and community pride, and connects us with peer schools and communities beyond our campus. We are grateful for the opportunity to host AU, expand our connection to the community and foster this same opportunity for students beyond our campus.”

To ensure a safe experience rooted in COVID-19 safety protocols for campers, their families and our staff, AU has also introduced new guidelines. AU will operate in an environment with enhanced cleaning and sanitizing protocols, follow social distancing, and monitor symptoms of all each day.

“As we start to emerge from the pandemic, we are thankful for the guidance that has been provided to support the reopening of AU under the safest conditions possible,” said Whitfield. “I am proud of our campers and staff for their patience and resilience as we took last year off, due to the pandemic, for the first time in the last 36 consecutive years. We all missed camp in 2020 and are thrilled to bring back the excitement, positive life lessons and competitive basketball environment to our campers.”

AU was founded in 1984 by visionary, Greensboro, North Carolina native, Charlotte Hornets President & Vice Chairman, Fred Whitfield, and his close friends Johnny Dawkins, David Henderson, Michael Jordan and Ralph Sampson. AU's first camp was held the following summer of 1985. Whitfield's vision for AU was to offer positive opportunities and experiences to as many children as possible, regardless of their socio-economic backgrounds, through a basketball school that would teach strong fundamental basketball skills and also place a strong emphasis around the value of academics and extreme importance of staying drug free. To date his vision has successfully reached over 10,000 kids locally, nationally and even internationally over an impressive 35 years.

Daily AU activities include fundamental basketball instruction, team games, drug education and awareness, "Math Hoops" educational sessions and special guest speakers. The Math Hoops program will engage campers in fundamental math and social-emotional learning through the game of basketball. Working with real NBA and WNBA player stats, campers and counselors complete a 12-lesson curriculum, while competing in NBA Math Hoops games. Campers will enjoy full days of basketball instruction and competition intertwined with valuable life lessons that will help them be successful off the court.

Whitfield annually hosts guest speakers from the NBA, NFL, PGA and corporate world who rotate through camp each day to share their own personal success stories with the campers about how they overcame challenges and adversity to get to where they are today. The outpouring of support Whitfield receives from these leaders in sports and the corporate sector is a true testament of his inspirational vision that the speakers support.

**THE 2021 ACHIEVEMENTS UNLIMITED BASKETBALL SCHOOL DAILY GUEST  
SPEAKER SCHEDULE WILL BE RELEASED THE WEEK BEFORE CAMP**

*Special Note: Please contact Kristen Peifer in advance to arrange for interview requests and to learn more about AU's COVID-19 required safety protocols. Schedule & speakers subject to change.*

**For media inquiries and interview requests please contact:**

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**About Achievements Unlimited (AU) Basketball School:**

AU was founded in 1984 by visionary and Greensboro, North Carolina native, Fred Whitfield with the help of close friends Johnny Dawkins, David Henderson, Michael Jordan and Ralph Sampson. The first camp was held the following summer of 1985. AU teaches basic fundamental basketball skills, the importance of academics, and the need for a strong stance against drugs through drills, competition, demonstrations and educational lectures from NBA, NFL and PGA celebrity guest speakers, and community and business leaders and role models.

For more AU information, visit, [www.achievementsunlimited.com](http://www.achievementsunlimited.com)

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