



FOR IMMEDIATE RELEASE
March 16, 2025

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414.999.1099
Attendee Link: <https://bit.ly/HCIHoops4Health25>

Join Us for a Full Court Press for Milwaukee's Health: Community Leaders vs Elected Officials Go Head-to-Head for Cancer Awareness at 3rd Annual Intergenerational Slam Dunk Health Fair & Basketball Game on March 15th

Milwaukee, WI — Health Connections Incorporated (HCI), the MKE Black Grassroots Network for Health Equity (MBGNHE), and the Milwaukee Wellness Collective (MWC) invite you to join us at the **3rd Annual Slam Dunk Screening Intergenerational Health Fair and Basketball Game**, taking place on **Saturday, March 15, 2025** at **Milwaukee Lutheran High School**.

Who will win? Ultimately the Milwaukee Community of course with the health fair, screenings, live DJ, food and entertainment! For the basketball game itself, you will just have to come and find out as Milwaukee's Elected Officials versus Milwaukee Community Leaders hoop for health. The community will be invited to sign up for basketball contests. There will be something for everyone!

This high-energy event aims to promote health awareness and provide vital screenings for prostate and colorectal cancer while engaging the community through the culture of basketball and family-friendly activities. Come join us and do your part to fight against cancer!

Event Details:

- **Event Date:** Saturday, March 15, 2025
- **Event Time:** 9AM - 2PM || Doors Open at 9AM & Game Tip-Off at 10:30AM
- **Location:** Milwaukee Lutheran High School, 9700 W Grantosa Dr, Milwaukee, WI 53222
- **Admission:** Free and open to the public but please register here for our planning purposes:
Attendee Link: <https://bit.ly/HCIHoops4Health25>
- **Special Notes:** Free Giveaways for First 50 Attendees

What to Expect:

- **Free Health Screenings:** Prostate and colorectal cancer screenings, as well as health education booths with resources for wellness and prevention.
- **Community Basketball Game:** A thrilling matchup between local community leaders and elected government officials.
- **Interactive Games and Activities:** Fun for all ages, including gift drawings, basketball contests and family-friendly entertainment.
- **Vendor Booths:** Engage with local health professionals, businesses, and organizations offering valuable resources and services.
- **Food and Refreshments:** Enjoy delicious options from local vendors.

Featured Guests / Players / Organizations:

Featured Leaders: Lead Prostate Cancer Fighter - Kyle Ashley (Milwaukee County's Community Outreach) and Lead Colon Cancer Fighter - Quinn Taylor (City of Milwaukee's OCWS); Victor Barnett and David Sinclair

Some Players: Vaun Mayes, Kenneth Lock, Ray Nitti, Alex Lasry, Kyle Hayden, Shannon Ross, Harry Evans, Corey Stewart and more!

Community Organizations Represented: Milwaukee County DHHS, City of Milwaukee, Medical College of WI, WI Diagnostic Laboratory, 414Life, Promise Keepers, The Community, Northwestern Mutual, Running Rebels and more!

Why Should You Attend

"This event is more than just a basketball game—it's an opportunity to bring the Milwaukee community together and prioritize our health while having fun," said Ericka Sinclair, CEO of Health Connections Inc. and Co-Founder of MKE Black Grassroots Network for Health Equity "We're excited to raise awareness about prostate and colorectal cancer and provide accessible resources for early detection and prevention. Join us as we use the Madness of March Basketball as a powerful way to engage in our own health journey together!"

In Wisconsin, approximately 34,000 residents are newly diagnosed with cancer each year and 12,000 residents lose their fight against cancer. The World Health Organization estimates that 30%-50% of cancers in the United States are preventable and identifies smoking, alcohol consumption, and the social determinants as major factors influencing the development of cancer. We are doing our part to disrupt this trend.

Dr. Quinton Cotton of the Milwaukee Black Grassroots Network for Health Equity adds, "We are normalizing discussions about health, so Milwaukee residents can make informed health decisions and receive support. Equally important, we all must do our part to create a community environment with strong health policies that have the protective capacity to prevent and minimize cancer-related illness and death in Milwaukee."

Get Involved

Health Connections Inc. is actively seeking volunteers, vendors, and sponsors to join this impactful event. Whether you want to lend a hand, showcase your business, or support the cause, there's a role for everyone. To learn more, visit Health Connections Incorporated, go to www.healthconnectmke.org or contact us at 414-999-1099.

March 15th Attendee Link – FREE & OPEN TO THE PUBLIC: <https://bit.ly/HCIHoops4Health25>

About Organizers

Health Connections Incorporated

Health Connections Inc.(HCI) is a nonprofit organization dedicated to improving community health through education, screenings, and advocacy. Our mission is to empower individuals with the tools and knowledge to lead healthier lives while fostering a sense of unity and support within our community. Health Connections Inc. is currently designing a patient navigation program. Every donation made towards this program will help make sure that no one is on this journey with cancer alone!

MKE Black Grassroots Network for Health Equity

The MKE Black Grassroots Network for Health Equity (MBGNHE) is a collection of 20+ Black organizational leaders committed to advancing system change to improve the health, social, and economic outcomes of Black Milwaukeeans. The Network is interested in building community cohesion, strengthening intergenerational relationships, and addressing - generational and traumatizing - issues that impact community health. For additional information visit <https://www.mkehealthequity.com/>

The MKE Wellness Collective

The Milwaukee Wellness Collective (MCW) is an organization focused on creating large-scale community-centered wellness spaces for health and healing.

Join us on March 15, 2025, for a day of fun, awareness, and action against cancer - together, we can make a slam dunk impact for Milwaukee's health!

END