

Wichita Regional Chamber of Commerce

350 West Douglas Avenue
Wichita, Kansas 67202
www.wichitachamber.org
t: (316) 265-7771
f: (316) 265-7502



JOINT NEWS RELEASE

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Contacts: Courtney Sendall
Wichita Regional Chamber
316-268-1153
csendall@wichitachamber.org

Joe Ontjes
Luminous Neon Art & Sign Systems
620-474-8000
jontjes@luminousneon.com

Whooping it up for Hoops

(photo attached)

WICHITA, KS – Chamber members are looking forward to the first and second rounds of the NCAA Division I Men’s Basketball Tournament that will be held at INTRUSTBank Arena March 15-17. To help welcome basketball fans, coaches and players to town the Visit Wichita marketing team has been encouraging area organizations and businesses to post messages on their marquees and digital signage.

The Chamber has teamed up with Luminous Neon Art & Sign Systems to fabricate and install a unique temporary “Welcome” display at the Chamber building located at Waco and Douglas, right across the street from one of the primary tourney hotels, the Drury Plaza Hotel Broadview. Today the Luminous team installed an oversized basketball hoop and backboard complete with floating basketball as a prime spot for memorable tourney photos.

The project welcomes Hoops fans and includes the popular hashtag, #ILoveWichita. Area residents are encouraged to stop by the south side of the Chamber building (350 West Douglas) during the next few weeks to take a selfie with the temporary display and then post it on Selection Sunday, March 11, or during the tournament week to welcome visiting teams and fans to Wichita.

Luminous Neon President Joe Ontjes said his team enjoyed developing the concept and then producing the king-sized basketball goal. Ontjes said, “ Although this big hoop is a departure from the business signs we fabricate daily, it’s the kind of challenge that drives our creative team to do its best work. We feel like we accomplished our mission of making the Chamber’s basketball swishes come true.”

SPECS: Backboard is 4’4” tall by 7’6” wide
Hoop is 40” in diameter
Flag is a mesh graphic (ready for wind)
Ball has diameter of 30”
Production time: XXX hours Custom design and fabrication by Luminous team
Net is flagpole rope with metal cable interior, utilizes hogties

The Chamber’s staff has also developed several events in March to maximize the hoops experience for Wichitans.

YPW/CHAMBER LUNCH & LEARN | “Courtside Q&A” – March 6

A Lunch & Learn for Young Professionals of Wichita (YPW) and Chamber members where panelists will discuss the upcoming basketball tournament and what hosting it means for Wichita! We’ll hear from AJ Boleski of INTRUSTBank Arena, Cindy Claycomb from the Wichita City Council, and Moji Rosson of Visit Wichita. [Follow this link to register.](#)

MINGLE ON COMMERCE – March 14

Join us as we partner with Xclusive Events on Wednesday, March 14 for the Mingle on Commerce from 4:30 – 6:30 p.m. Wear your favorite basketball jersey or team colors and enjoy a cash bar and food trucks. There's no fee, so no need to register. Learn more [here](#).

MINGLE MADNESS WITH YPW – March 15

Young Professionals of Wichita and the Realtors of South Central Kansas will host an evening mingle at Distillery 244 to celebrate all things basketball. [Follow this link to register](#).

***Luminous Neon Art & Sign Systems** offers custom sign design, manufacturing, installation and service at seven different Kansas locations, including Wichita. The company celebrates its 90th anniversary in business this year. Visit them at luminousneon.com*

*The mission of the **Wichita Regional Chamber of Commerce** is to drive economic growth and community advancement in the Wichita region. Visit our website wichitachamber.org and follow us on Twitter, Facebook, LinkedIn, Instagram, YouTube, and our blog.*