



## FOR IMMEDIATE RELEASE

The Mercer-Lunsford Basketball League, providing a youth basketball program for the kids of the Dulles South area, is continuing to evolve as the region continues to grow. Since our inception in 2004 as the Mercer Basketball League, we have seen tremendous growth in the area. We started with three schools, 212 kids, and a lot of land...we are now up to over a dozen schools, over 2,100 kids and lots of houses on that land!

Loudoun County Public Schools have announced the opening of Willard Middle School and Goshen Post Elementary School for the 2018-19 school year. And that is just the beginning...with a new high school, two new elementary schools, and the relocation of Paul VI High School coming over the next several years...it now time for the next chapter for the Mercer-Lunsford Basketball League.

I am proud to announce the new, regional-based name "South Loudoun Basketball" – serving the youth of southeastern Loudoun County. South Loudoun Basketball, or "SOLO" for short, will continue to feature our winter basketball program as the cornerstone of our program. We have expanded our offerings to include spring and summer travel and AAU programs, as well as partnerships to provide off season training, camps and clinics, and spring/summer recreational programs.

As we transition to our new name, South Loudoun Basketball, you will begin to see our new "SOLO" logo on our travel uniforms this winter. We will use the existing Mercer-Lunsford uniforms for the house and high school uniforms for 2017-18, and will complete that transition over to our new logo for the 2018-19 season as we welcome the new middle school into our program. We will be launching a new spirit wear line with our new logo designs during the upcoming winter season. You will have an opportunity to be one of the first to show off the new name!!!

The board has begun the process in the background for the official name change, with the plan to be completely transitioned to the new name by April 1, 2018. We have procured the domain name "solohoops.com" which will replace "mblhoops.com" and are working with our partners at AdminSports to transition the back-end registration system to the new name and domain. We intent to retain the household history within the system so that the transition will be as seamless as possible. It will hopefully be simple to you..."mblhoops" will become "solohoops" and the rest will keep on going....and growing!

Welcome to the next generation of basketball in southeastern Loudoun County...welcome to **South Loudoun Basketball!**

Bill Morris, President  
South Loudoun Basketball & Mercer-Lunsford Basketball League  
[www.solohoops.com](http://www.solohoops.com) ([www.mblhoops.com](http://www.mblhoops.com))