



# JR. NBA YOUTH BASKETBALL

**JR. NBA Youth Basketball [JNYB]** empowers community basketball clubs, facilities, and groups across **Canada** to positively impact youth through the sport of basketball.

**JNYB** is designed to provide young athletes with fun, high-quality, and developmentally appropriate basketball training, programming, and coaching as part of a holistic approach to long-term athlete development.

The **JNYB** curriculum is flexible enough to adapt to the needs and resources of organizers while remaining aligned with the **Sport Canada Long-Term Athlete Development [LTAD] Model**, the standard for athlete training programs at all levels of Canadian sport.

## OBJECTIVES

Participation | Education | Development  
Progression | Character Building

## CONTACT

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# PLAYER BENEFITS

Participation in a proven program endorsed by **NBA Canada & Canada Basketball** and sanctioned by **Sport Canada**

Curriculum aligned with the **Canada Basketball** athlete development model

Appropriate instruction from **NCCP** certified **FUNDamentals Coaches**

Jersey, basketball, drawstring bag, and more for all players

# COACH BENEFITS

Training through **NCCP FUNDamentals Coach** workshops provided by your local Jr. NBA Ambassador

**JNYB Coaches Manual** including program curriculum, lesson plans, drills, and more

**JNYB Drill Bank**, featuring extra activities promoting **physical literacy**

A coach polo, whistle, and **JNYB Coaches Kit** with equipment

# CLUB BENEFITS

Comprehensive and easily adaptable program curriculum appropriate for youth ages 5 – 12

Affiliation with **NBA Canada** and alignment with **Canada Basketball** athlete pathway

**JNYB Operations Guide**, and support from JNYB staff and local Jr. NBA Ambassador

National marketing strategy executed by **NBA Canada & Canada Basketball**

# NEXT STEPS?

1

Contact your local JNYB Ambassador

2

Complete the JNYB Introduction Package

3

Plan and recruit for your JNYB Program