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SHOOT 360 KANSAS CITY LAUNCHES NEW IMMERSIVE BASKETBALL TRAINING EXPERIENCE

LENEXA, KS, February 18th, 2025 – A brand-new way for basketball players of all ages to train and grow their skills is coming to the Kansas City area. Shoot 360 Kansas City, launching on March 14, 2025, will be an advanced basketball training center, utilizing cutting-edge shot science technology, in-person coaching, motion tracking data, and interactive gaming experiences.

“Our goal is to add a unique layer to the rich basketball and youth athletics community in Kansas City,” says co-owner Aaron Edwards. “As a head boys basketball coach, the question I receive most often from parents is, ‘Where can my son go to improve his basketball skills?’ Shoot 360 is designed to provide those kinds of training services that improve basketball skills, build self-confidence, and deepen a love for the game among all the athletes we serve.”

Fellow co-owner Chad Grossenkemper agrees, emphasizing their commitment to the power of basketball as a tool for life skills and character growth.

“We know how important it is to have a safe, encouraging, knowledgeable environment for young athletes in order for them to truly grow their skills and confidence,” Grossenkemper says. “Our aim is for our staff to meet each player where they are at, map a path toward improvement, and celebrate their successes – big and small – along the way.”

Edwards and Grossenkemper are both experienced entrepreneurs, philanthropists, and long-time active members of the Kansas City community. Their passion for growing the culture of youth sports in the metro area brought them together to launch this venture.

Shoot 360 Kansas City’s Lenexa facility is located at 17255 College Boulevard and will consist of over 20,000 square feet of floor space, housing:

- Six Shoot 360 shooting units
- Six Shoot 360 ball-handling and passing units
- One full-length basketball court
- One half-court
- A spacious modern lobby and conference room

Shoot 360 Kansas City's official opening will be on Friday, March 14th, with doors opening at 1:00 PM for our founding members. Shoot 360 will have a grand opening event open to the public on April 4th from 11 am – 3 pm. Those interested in signing up beforehand for an official recruiting visit can do so by visiting their website.

About Shoot 360 Kansas City

Shoot 360 Kansas City is part of the national Shoot 360 network of locations, which have been leveraging the latest in innovative technology to boost skill development in young athletes for almost 15 years. As a leading advanced basketball training center, Shoot 360 Kansas City uses interactive technology and game-like situations, paired with instant in-person coaching, to help basketball players of all ages and skill levels improve. Learn more at: <https://www.shoot360kansascity.com/>

Contact: Aaron Edwards

Owner

Shoot 360 Kansas City

785.550.0610

Aaron.edwards@shoot360kansascity.com

Shoot360kansascity.com