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**The Buffalo Sports and Wellness Association announces Kronies Jamfest 2011.**

**BUFFALO, NY** – The Buffalo Sports and Wellness Association (BSWA) announced their first basketball league today, Kronies Jamfest 2011. Kronies Jamfest 2011 will be like no other recreational league in Western New York.

Kronies Jamfest 2011 is a Sunday basketball league played exclusively at the Kenmore Knights of Columbus on 1530 Kenmore Avenue in Buffalo, NY. The league begins on Sunday, February 27<sup>th</sup>, 2011 from 3 p.m. until 9 p.m. and will commence every Sunday thereafter.

In collaboration with Kronies Bar and Grill and Kevin's catering, the BSWA will provide league participants with full stat tracking, exclusive BSWA game day jerseys, online standings, leaderboards and registration, live facebook updates listing league standings, scoring leaders, and game results, a live DJ playing warm-up music between games, recovery drinks for players and a season ending awards banquet. This combination of integrating recreational sports with social media and the internet has never been done on a recreational level.

The league will be broken up into three different skill levels, making it accessible to competitive, recreational, and beginner athletes. Registration is now open for teams and individuals. Early registration starts now and ends February 12<sup>th</sup>, 2011, no exceptions. For more information or to register online go to [www.healthybuffalo.org](http://www.healthybuffalo.org).

The BSWA is a 501(c)3 not-for-profit organization offering community sports leagues for all levels of athleticism, nutritional advice via their interactive website, recommended training regimens and community sponsored events and programs in an attempt to help make Buffalo, NY a healthier, more vibrant community. So, whether you are looking for a new running route or a new health recipe to wow your family, Buffalo Sports and Wellness can help you.

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