

Bergo Flooring and ANB empower Brazilian youth through dynamic 3x3 basketball collaboration

Bergo Flooring, a leading provider of sports flooring, has announced a significant partnership with ANB, Brazil's largest 3x3 organization, to support and promote basketball in Brazil. This partnership is part of a social project aimed at providing meaningful recreational activities for the country's children and youth through accessible basketball courts.

Brazil, a country facing economic and social challenges, has a particularly important task of offering its youth opportunities for a brighter future. Bergo Flooring and ANB are joining forces to make a positive impact by reaching out with professional 3x3 basketball courts throughout the country.

The first project involves the city of Nova Lima and the Viver Basquete club, which is actively engaged in a social project for children and youth. Together with ANB, Bergo Flooring has donated a 3x3 basketball court during a tournament October 6-9. The tournament was organized by Bergo Flooring's partner team, the Swedish elite basketball team Lidingö 3x3.

Lidingö 3x3 not only has a passion for basketball in Sweden but also aims to provide opportunities for youth in Brazil through the social project "Give back Brazil." Two of the team's socially engaged and elite players, Aleksandar Petrovic and Oliver Övrebö Silveira, were hosting and participating in the tournament in Belo Horizonte, where Bergo's 3x3 court were donated. Their goal is to make Viver Basquete self-sufficient and capable of organizing their own basketball tournaments, and Bergo Flooring's FIBA-certified 3x3 court will be a crucial resource for them.

Before the exciting tournament, Bergo's 3x3 court kicked off with a fantastic opening event during the major international competition "Challenge Internacional de Basquete 3x3" in Capivari de Baixo between September 29 and October 1. The competition attracted elite players from around the world, including Brazil's national team.

For many years, Bergo Flooring has actively worked on various partnerships to create accessible sports surfaces for people of all ages and backgrounds. Their flexible, environmentally friendly, and FIBA-approved sports flooring is used in schools, parks, sports clubs, and professional competitions worldwide.

For Bergo Flooring, the partnership with ANB represents an opportunity to make a real difference by promoting the joy of playing basketball in Brazil. They hope that as many children and young people as possible will have the opportunity to play basketball, regardless of their circumstances. This partnership is a significant step toward creating a brighter future for Brazil's youth.

The interest is high for Bergo's basketball courts, and in the near future, additional five 3x3 courts will be delivered to various locations in Brazil, including to the Brazilian national 3x3 team, parks, and clubs. Bergo looks positively towards the delivery of many more 3x3 courts to Brazil to encourage many more people to play basketball.



About Bergo Flooring: Bergo Flooring is a prominent provider of sports flooring with environmentally friendly and FIBA-approved sports floors used worldwide. The company is committed to offering accessible sports surfaces for all, regardless of age, gender, or background. Bergo Flooring manufactures its sports floors in its own factory in Anderstorp, Sweden, and has a strong history of promoting sports and recreational activities. For more information, visit www.bergoflooring.com.

About Lidingö 3x3: Lidingö 3x3 is a sports association in Sweden that promotes and offers more spontaneous forms of basketball for young people in a safe, inclusive, and progressive environment. Additionally, the association has two elite teams in the men's and women's divisions that represent Sweden internationally. Read more here: <http://lidingo3x3.se> <https://kapokinfo.com/lidingo/> <http://lidingo3x3.se>

About ANB: ANB's purpose is to promote the practice of 3x3 basketball in an open and organized manner, spreading, encouraging, and regulating its practice in various manifestations of the sport in Brazil. ANB organizes tournaments at the national and international levels. Read more here: <https://basquete3x3.com.br/>

About Viver Basquete: Viver Basquete is a social project that works with young children and teenagers in the city of Nova Lima, Minas Gerais, Brazil. Read more here: [Viver Basquete – SV – Kapok \(kapokinfo.com\)](http://www.viverbasquete.com.br/)

For more information, please contact:

Bergo Flooring, Peder Ståhl, Project Manager Sport, peder.stahl@flooring.se, +46 70-591 61 07

Lidingö 3x3, Oliver Övrebö Silveira, Chairman, lidingoe3x3gnb@gmail.com, +46 73-568 07 04