

As basketball continues to be one of the most popular and fastest-growing sports throughout the country and the world, Newton County Parks & Recreation (NCPR) is experiencing an increase in our participation numbers. Particularly as well, girl's participation is multiplying at an exponential rate across the globe. By assessing this overall growth and interest, we have been able to identify and define corrective measures needed to solidify a fundamental foundation for the success of our youth. Our recreation division is partnering with Equipping For The Game (EFTG) basketball to meet the demand and needs of this growth and participation. Presently with nearly 500 youth participating in our one and only Basketball League, we understand the need to provide other programs throughout the year to accommodate increased Interest/Demand. Therefore, through our partnership with EFTG, we will provide additional leagues, tournaments, camps, and clinics throughout the year, while EFTG staff will offer basketball training development year-round.

Indeed, we are excited about this partnership and the opportunity to accommodate the Interest/Demand while enhancing our youth basketball programs. Therefore, we would like to introduce Coach Brandon Johnson of EFTG Basketball:

With nearly 30 years of experience and knowledge ranging from grassroots to professional, Coach Johnson has coached, trained, and worked with student-athletes and professionals across the globe. He spent half his career in the NCAA with such programs as Auburn, Texas-San Antonio, and Tennessee State, and his early career within the ranks of Atlanta City Public Schools (Douglass HS) and Fulton County Schools (Banneker HS), while the later years had been spent training and working for John Lucas Basketball Enterprises in Houston, Texas. He is a TEACHER of the game, developer of skills, and strong BUILDER of individual character and programs, while being a SERVANT of student-athletes and the community.

A few notable players he has coached over the years are Robert Covington, CJ McCollum, Toney Douglas, and Jabari Smith, Sr. He trained many youth who went on to become McDonald's All-American, NCAA All-American, USA Basketball medalist, and NBA players including Kelly Oubre, Jr. and Justice Winslow, plus many others such as Antoine Davis, Charles Basse, and DeAndre Jordan. With basketball being a global game, Coach Johnson has conducted and taught fundamentals in various countries such as European Academies in France, Yi Jianlian Nike Camp in Asia, Giants of Africa, and he continues to scout both internationally and domestically.

"As a coach, my primary responsibility is to provide a nurturing environment for the growth and development of the student-athlete, while catering to their needs holistically, including physically, mentally, emotionally, socially, and spiritually. Every player is different and must be met at their skill level in order to build a foundation of competence and confidence that produces self-esteem. The game itself instills discipline, perseverance, sportsmanship, and character, which are qualities and attributes that generate success for LIFE, all while having fun playing basketball." (Coach Johnson)

Moving forward, we thank you for your time and participation in our programs as we commit to serve you, your child, and community.