JCC Stamford

PEACE Basketball and Stamford JCC Join Forces

Stamford, Conn. – August 1, 2022 – Respected long-time community partners, PEACE Basketball (a division of Stamford Peace Youth Foundation) and The Stamford JCC, will combine their basketball operations to deepen their impact in the Stamford community. Attaching PEACE Basketball's powerful brand and visionary leadership to a premier operator of youth sports and trusted mission-driven organization in The Stamford JCC, the City of Stamford stands to benefit for years to come.

Effective September 1, 2022, The Stamford JCC will begin operating the Stamford Peace Boys Basketball League (SPBBL) as well as the PEACE Basketball AAU program. Additionally, the two organizations will blend their year-round basketball camps and clinics and individual skill development offerings, all under The Stamford JCC umbrella. In total, the programs include more than 1,000 diverse participants across Stamford youth.

"The synergy and value add of PEACE Basketball under The Stamford JCC umbrella offers the Center a unique opportunity to expand our offerings and enhance the way we serve our membership and the broader community," said Stamford JCC CEO, Marshall Kurland. "This partnership will even further expand our positive impact in Stamford beyond the traditional walls of our physical center."

PEACE Basketball and Stamford J Basketball have historically offered complementary programming that share an emphasis on community building, inclusiveness, and accessibility. Deepening the relationship even further by combining the expertise and resources of both organizations will deliver even more value to the community by providing personalized, high-quality basketball programming for players of all ages and skill levels.

Serving the entire community, programming under the combined PEACE Basketball and Stamford J Basketball will include youth recreational leagues including the SPBBL and outdoor summer leagues; fall and spring/summer AAU teams; winter travel basketball teams; Walter Bloom Basketball; year-round camps and clinics, and customized individual training opportunities. The combined operations will be united under a new visual identity and branding

at the start of the fall season. Mo Concepcion, Senior Director of Programming at The Stamford JCC, will lead the professional team; and Brian Kriftcher, Founder and President of Stamford Peace Youth Foundation, will lead the transition team, continue to coach, and serve as a senior advisor to the combined operation going forward.

"We could not be more excited for the opportunity to make PEACE Basketball a program of The Stamford JCC," said Brian Kriftcher. "Serving our community's youth in the deepest and most influential way possible has been the consistent goal of Stamford PEACE since Lenwood Latta and I founded the organization as Stamford Peace Basketball Club more than 15 years ago. **Joining forces with a proven, mission-driven operator like The Stamford JCC we know will help us to realize our long-time goals deeply and sustainably."**

To learn more, get involved as a volunteer or sponsor please visit stamfordjcc.org.

About the Stamford JCC
Founded on and guided by Jewish heritage, culture and traditions, The Stamford JCC provides a welcoming, inclusive, and nurturing community for all people to help enrich their lives. We offer educational, recreational, and cultural programs that bring people of different background together from birth through life.

About Stamford Peace Youth Foundation
Stamford Peace Youth Foundation uses high level basketball instruction, training, and competition, as well as academic support, to positively influence young people and help them achieve their full potential on and off the court. Our academic support is provided through our Beyond Limits Academic Program, and includes academic tutoring, enrichment programming, academic advocacy, and informal mentoring.