

NINEO2 HOOPS LEAGUE

2025 / 2026
**COMMUNITY
IMPACT REPORT**

NEVER STOP PLAYING.

The league · Building the Whole Athlete · Truro Tidal Queens



Photo: Reginald Mahar Photography



Building the Whole Athlete · Photo: Kenneth Santos (KenClix)



Men's league · Game still: 902 Hoops League stream



Youth session · Photo: Kenneth Santos (KenClix)

A MESSAGE FROM

CINDY

This year, 902 Hoops grew far beyond the scoreboard.

We played a full year of league basketball, with 245 players on the rosters in a single season. We welcomed 65 young athletes into a free program that teaches life on and off the court. We watched the Truro Tidal Queens play their very first season and earn a playoff spot. And we cheered on Allan, 64, who proved you never have to hang it up.

None of it happens without our players, volunteers, families, facilitators and partners. Thank you for showing up, again and again.

Here's to what's next. Never stop playing.

Cindy MacNeil · CBO, 902 Hoops Corporation

THE YEAR AT A GLANCE

Everything we did together, 2025 / 2026

245

PLAYERS

on Season 13 rosters (24 teams)

65

YOUTH STARTED

Building the Whole Athlete, free to every family (74 registered)

18

FREE YOUTH SESSIONS

classroom life skills and on-court training

100%

WOULD SIGN UP AGAIN

of surveyed BTWA youth and families

139

GAMES SCHEDULED

in Season 12 (30 teams). 109 more in Season 13

27

POINTS IN ONE GAME

a Truro Tidal Queens franchise record, in their first season

Every league game streamed free on YouTube · Sources: Season 12/13 league sheets, BTWA final report, MWBA recaps

THE 902 HOOPS LEAGUE

Where adults keep playing, at every level

3

DIVISIONS

4

SEASONS A YEAR

16+

AGES

SEASON 12

Sep - Dec 2025 · 30 teams · 139 games scheduled

UNITY CUP

Jan - Feb 2026 · Adult short season, teams named for countries & communities

SEASON 13

Apr - Jun 2026 · 24 teams · 245 players · 109 games scheduled

SUMMER SHOWCASE

Jun - Aug 2026 · Summer play, wrapped with a championship game

SEASON 14

Opened Sep 25, 2026 · 24 teams across D1/2 and D3

Every game live on YouTube · weekly highlights & stats · the 902 Hoops podcast



Season 14 Media Day: Lens Method Photography



Summer Showcase championship. Photo: Cindy MacNeil



League game action. Game stills: 902 Hoops League stream



Youth athletes receiving program completion certificates



Olympian Shay Colley, from Preston, NS



Financial fitness class with the boys group



An athlete wins a prize at the end-of-program celebration

FREE YOUTH PROGRAM

BUILDING THE WHOLE ATHLETE

Court skills and life skills, side by side. No fee for any family.

65

YOUTH STARTED

44 boys · 21 girls · 8 communities · mostly ages 10 to 14

18

SESSIONS

96%

HAD NO PRIOR PRO TRAINING IN MONEY, MENTAL HEALTH OR BRANDING

4.72/5

FELT PREPARED FOR THE FUTURE

100%

WOULD REGISTER AGAIN

Financial fitness · Mental health · Nutrition · Leadership · Digital footprint · Time budgeting · Pathways after high school

"After the financial session, they opened up their own bank accounts and really started looking at their finances in a different way."

A BTWA parent

"Giving athletes different perspectives to find themselves is an incredible gift, and this is exactly what this program did."

A BTWA parent

"It helped my confidence because I got to play with other very good basketball players that I think helped me improve by bringing me up to their level."

A BTWA athlete

Photos: Kenneth Santos (KenClix). Figures from the BTWA final report and participant survey.

TRURO TIDAL QUEENS

Women's basketball. Season one in the MWBA.



Nykeva Wilson-Brown, #5
Photo: Kenneth Santos (@kenclix)



Shawn Wyrozub Photography (@SportsbyShawn)



Shawn Wyrozub Photography (@SportsbyShawn)



Queens with the younger Tigers team. Photo: Coach Ian David



Shawn Wyrozub Photography (@SportsbyShawn)



Queens Community BBQ at Victoria Park
Photo: Cindy MacNeil

Portrait: Kenneth Santos (@kenclix). Team photo: Coach Ian David. Park photo: Cindy MacNeil. Game and ceremony photos: Shawn Wyrozub Photography, Queens vs Halifax Thunder, May 31 2026.

FIRST SEASON FACTS

27

POINTS IN ONE GAME
A franchise record
Nykeva Wilson-Brown, May 23

MAY 2

FIRST-EVER GAME
Season one tipped off in 2026

A brand-new franchise, named by the community in a public naming contest. First seasons are for building, and these players kept showing up.

The Queens hosted a Nike basketball camp with Daneesha Provo.

We're on the path to adding sponsors for this upcoming season. If you're interested, reach out to tidalqueens@gmail.com



OUR OLDEST PLAYER

NEVER STOP PLAYING.

ALLAN ABBASS, 64

Allan tried out overseas, in Amsterdam and London, and attended a London Thunder (NBL England) camp with two preseason games.

He received offers in the Netherlands and England at a high-level amateur level.

Now he's back in Season 14 with Peace & Love (D3, #67) and the Nine02 Knicks (D1/2).

Our bodies keep going as long as we take care of them.



18 REB - 10 PTS - 4 BLK

in a 902 Hoops D1 preseason game



OVERSEAS TRYOUTS

Amsterdam & London

Stills from Allan Abbass's social media:
YouTube, Abbass Basketball Content
Instagram @al_abbass_basketball

THANK YOU



BTWA facilitator Tia Upshaw with program athletes. Photo: Kenneth Santos (KenClix)

VOLUNTEERS

- Greeting players & fans
- Planning & running events
- Planning & fundraising for the free youth program

FACILITATORS & TRAINERS

OFF COURT · CLASSROOM

Janay Beals (RBC)
CJ Bennett
Dave McCrae
Jayden Nordin
Rob Nortmann
Christine Potter (CIBC)
Adline Rozario (RBC)
Solitha Shortte
Josiah Tynes
Tia Upshaw

ON COURT · TRAINERS

Shay Colley (Olympian)
Courtney Donaldson (High Level Basketball)
Watida Mukukula (High Level Basketball)
Charles Mukweva (High Level Basketball)
Taylor Perry
Makyle Raaki (High Level Basketball)

PARTNERS & SPONSORS



Preston Elite



WHAT'S NEXT

SEASON 14

Underway. 24 teams, D1/2 and D3, tipped off Sep 25.

BUILDING THE WHOLE ATHLETE

The next free session is in the works.

TIDAL QUEENS

Gearing up for Season 2, and adding sponsors.

MEN'S TEAM

Coming soon. Stay tuned.

COMMUNITY SPORTS GALA

We're starting a community sports gala — details to come.

A HOME FOR THE GAME

We're looking for a home to house all our basketball and programming.

info@902hoops.ca

902hoops.ca YouTube @902HoopsLeague

FOLLOW US ON INSTAGRAM

LEAGUE

@902hoops_league

TRURO TIDAL QUEENS

@trurotidalqueens

YOUTH LEAGUE

@902hoopseyl

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GET INVOLVED

PLAY
VOLUNTEER
CHEER
PARTNER



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for
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