



For more information, contact:
Ken Harrell
Joye Law Firm
Phone: (843) 554-3100
E-mail: kharrell@joyelawfirm.com

FOR IMMEDIATE RELEASE

Seventh Grader Slams Competition

13-year-old wins \$1,000 during Joye Law Firm's 8th Annual Shoot Three and Win Challenge

NORTH CHARLESTON, S.C. (Jan. 12, 2012)—Most coaches will tell you that basketball games are won and lost at the foul line. The same is true of Joye Law Firm's 8th Annual Shoot Three and Win Halftime Challenge. This year, it came down to a single shot. With \$1,000 at stake, 13-year-old Ian Rosenblum stepped up to the free-throw line, took a deep breath, let it fly—and nailed the shot.

Ian is no stranger to basketball. In fact, Ian plays on four basketball teams—his middle school team, two recreational teams, and a county "Rising Stars" team. Even with all that experience, he admits nerves were a factor. "I was very nervous and shaking all over. After winning, I was amazed and in shock and disbelief. I thought my chances of winning were pretty slim," said Ian, who was in town from Maryland visiting his grandmother and decided to attend the basketball tournament with his dad.

Facing several thousand audience members on the final night of the tournament, Ian outshot 12 participants before going head-to-head with his last opponent. The two went five rounds until Ian's opponent missed his shot, and Ian then drained his shot.

"The final night of the challenge resulted in several rounds of 'shoot or die' before Ian won it, and, as a result, the crowd was really into it," said Joye Law Firm attorney John Decker. "I was honored to be part of the event and to present Ian with his first place prize on behalf of the firm. He is fine young man, and if he keeps practicing, maybe someday he'll be playing in the tournament."

"We've been investing in the Shoot Three and Win Halftime Challenge for eight years, and now, it's become a Charleston holiday tradition. Not only does it benefit our community, it's a great way to have fun for all ages."

Ken Harrell
Managing Partner
Joye Law Firm

Shoot Three and Win Halftime Challenge

Held in conjunction with the 19th Annual Piggly Wiggly Roundball Classic, Joye Law Firm's Shoot Three and Win Halftime Challenge gives basketball fans the chance to win cash prizes while benefiting Communities In Schools and the Rotary Club of North Charleston.

– MORE –

Anyone can enter for a chance to play in the challenge, which will be held during tournament games. The cost for entering the raffle-style drawing is \$1 per entry or \$5 for six entries. Participants are chosen at random and must make two layup shots for \$50 or make both layup shots and a free throw shot to win \$200. Those who make all of their shots are invited back on the final night of the tournament to compete for the \$1,000 grand prize.

About the Piggly Wiggly Roundball Classic

The Piggly Wiggly Roundball Classic hosts nationally ranked high school basketball teams that are matched against local favorites with proceeds supporting Communities In Schools and the Rotary Club of North Charleston. The tournament, which has become a Charleston holiday tradition, was held Dec. 27 through 30 at North Charleston High School.

Leading by Example

The Shoot Three and Win Challenge is one of many projects and events in which the members of Joye Law Firm participate. To recognize the importance of giving back to the community, the firm established Joye in the Community, a year-round program that encompasses the firm's community and service efforts. The initiative is designed to enrich the lives of everyone involved in the program and raise awareness about the needs of those in the Charleston and Myrtle Beach areas. To learn more about Joye in the Community, visit www.joyeinthecommunity.com.

About Joye Law Firm

Based in North Charleston, S.C., Joye Law Firm has been fighting to help people face legal challenges since 1968. The firm has 10 experienced Charleston injury attorneys—with a combined litigation experience of more than 130 years—and more than 30 paralegals and other staff members. Visit www.joyelawfirm.com to learn more.

NOTE: Photographs of this year's tournament and winner are available upon request.

###