

FOR IMMEDIATE RELEASE

Henrico Sports & Events Center to Host Inaugural 4 Tha Culture Holiday Hoops Classic

December 19–21, 2025 | Division I Women’s Basketball Showcase Celebrating Athleticism,
Community, and Culture

Henrico, VA — The Henrico Sports & Events Center will mark a major milestone this December with the debut of the **4 Tha Culture Holiday Hoops Classic**, a first-of-its-kind Division I women’s basketball showcase that blends elite athletic competition with community pride and cultural celebration. The three-day event will take place December 19–21, 2025, at the state-of-the-art venue in Henrico, Virginia.

The inaugural event will feature four powerhouse Division I women’s basketball programs:

- Alabama A&M
- Coppin State University
- Penn State University
- University of Georgia
- University of Richmond
- Virginia Commonwealth University

Created by John Tate, respected grassroots basketball leader and entrepreneur, and Sasha Palmer, a veteran Division I women’s basketball coach, the Classic aims to elevate women’s sports while creating a space where culture and community take center court.

“This event is more than basketball—it’s about pride, culture, and giving women’s athletics the platform it deserves,” said Tate. “We’re thrilled to partner with the Henrico Sports & Events Center and the many Richmond-based businesses to bring this vision to life in such a dynamic space.”

“Along with our partners at Richmond Region Tourism, we are honored to host the inaugural 4 Tha Culture Holiday Hoops Classic at the Henrico Sports & Events Center,” stated Dennis Bickmeier, Executive Director, Henrico Sports & Entertainment Authority. “This event shines a spotlight on women’s basketball and the power of community and introduces another new event to our region that elevates us a great destination for sports.”

In addition to premier matchups between top collegiate programs, attendees can expect community-focused programming and curated cultural experiences that celebrate and uplift Black voices in sports, entrepreneurship, and leadership. More details will be announced in the coming months.

Tickets will be available for purchase on October 1, 2025 via <https://4thaculturehoops.com/>.

Proudly supported by:

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