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

Seven Division I women's basketball programs set to compete Nov. 27–29 in Henrico

HENRICO, Va. — The 4 Tha Culture Holiday Hoops Classic returns to the Henrico Sports & Events Center Nov. 27–29, bringing three days of Division I women's basketball to Henrico over Thanksgiving weekend.

Following its inaugural event in 2025, 4 Tha Culture returns with a new field featuring seven Division I programs: VCU, Dayton, Coppin State, Ohio State, Florida State, Richmond and St. John's.

Created by grassroots basketball leader and entrepreneur John Tate and veteran Division I women's basketball coach Sasha Palmer, 4 Tha Culture was developed to showcase women's basketball through an event centered on sport, community and culture.

"We started 4 Tha Culture to give women's basketball a stage that reflects the energy and talent these athletes bring to the game," said John Tate, event owner and co-creator. "Coming back to Henrico with seven programs gives fans another chance to experience great basketball and the community that surrounds it."

"Bringing 4 Tha Culture back to Henrico for a second year speaks to the experience we want to create at the Henrico Sports & Events Center," said Michael McCormack, Managing Director of the Henrico Sports & Entertainment Authority. "This is an opportunity for fans in our region to see outstanding women's basketball programs in one place while continuing to build an event that celebrates the game, community and culture."

The tournament gives local fans an opportunity to see programs from across the country compete over the holiday weekend. The inaugural event also featured community programming and cultural experiences highlighting Black voices in sports, entrepreneurship and leadership. Additional details about the 2026 game schedule and programming will be announced as the event approaches.

Tickets on sale now at henricocenter.com.

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About the Henrico Sports & Entertainment Authority

The Henrico Sports & Entertainment Authority leads Henrico County's sports tourism initiatives and facility development, helping position Henrico and the region as a premier destination for athletic events and entertainment. Sports visitation generates more than \$115 million in annual economic impact, supporting local businesses, strengthening community connections, and enhancing quality of life for residents and visitors alike.

About Richmond Region Tourism

Richmond Region Tourism is a private, nonprofit organization dedicated to promoting the region to meeting planners, sports event organizers, and leisure travelers. The organization represents the cities of Richmond and Colonial Heights, the town of Ashland, and four counties: Chesterfield, Hanover, Henrico, and New Kent. Richmond Region Tourism operates visitor centers at the Virginia Museum of Fine Arts and Richmond International Airport.