



FOR IMMEDIATE RELEASE

USA EAST COAST BASKETBALL HEADS TO CANADA FOR 2026 INTERNATIONAL TOUR

Top Collegiate Talent to Complete Training Camp by Kane Footwear in NYC Before Competing in Montreal and Quebec City.

NEW YORK, NY - USA East Coast Basketball has announced its 2026 summer tour, taking an elite squad of American collegiate basketball stars to Canada from August 10th through August 15th.

The 2026 roster features an all-star selection of Division I, II, and III athletes from prominent university programs across the United States. In addition to high-level competition, the tour will emphasize global sportsmanship, cultural exchange, and community engagement throughout Quebec.



Hall of Fame Coach Larry Brown Leading 2017 Training

Training Camp & Corporate Partners

Before departing for Canada, the team will assemble in Midtown Manhattan for an intensive two-day Training Camp by Kane Footwear on August 8th and 9th, hosted at the Fashion Institute of Technology (FIT).

The tour is supported by key corporate partners:

- **Kane Active Recovery Footwear (@kanefootwear):** Presenting partner of the NYC Training Camp, equipping athletes with footwear designed to optimize recovery and performance.
- **Moneyball Sportswear (@moneyballsportswear):** Returning as the official apparel partner, outfitting the squad for competition and training.

Staff & Operations



BRIAN STEELE

USA East Coast will be led by Head Coach Brian Steele, current Assistant Coach at the University of Massachusetts. Celebrated for his tactical acumen and high-energy leadership, Steele brings extensive postseason experience as both a player and coach, including an NCAA Division I Final Four appearance with the University of South Carolina and an NCAA Division II Elite Eight run with Queens University.

Steele is supported by a veteran coaching staff featuring longtime NCAA and NAIA coaches Jim Engles, Ryan Marks, and Rock Allen. All three assistants return after guiding the 2024 USA East Coast squad in Melilla, Spain. The team faced the national teams of Spain, Germany, and the Czech Republic, capping off the tournament with a thrilling victory over the Czechs.

Rounding out the staff:

- **Noah Brown** (Baylor University alumnus; former staff at Pace University and Western Connecticut State) will serve as Director of Basketball Operations.
- **Charlie Rancourt** will oversee all media production, digital strategy, and team content.

Game Schedule & Travel

Following training camp, the team flies out of New York on August 9th. The squad will play four friendly exhibition matches across the Greater Montreal and Quebec City areas between August 10th and 14th, returning to the United States on August 15th.

Fans can follow live game coverage, roster highlights, and behind-the-scenes content on social media (Instagram: @USAEastCoastBasketball, X: @East_Coast_BBC) or by visiting USAEastCoast.com.

About USA East Coast Basketball

USA East Coast Basketball provides top-tier American collegiate athletes with high-level international playing experience and cultural enrichment. Founded in 2006, the organization has sent over 100 alumni to professional careers in the NBA, FIBA, and top leagues across Europe, Asia, and Australia.