



"Issu Challenge Festa 3X3 2024" Opening D-2.. Expectations

Lee Soo Group has announced that it will hold the third "Issu Challenge Festa 3X3 2024" at Times Square in Yeongdeungpo, Seoul, for three days from Friday, 31st to Sunday, June 2nd.

Following 2019 and last year, the Isu Group, which has set up a festival venue for 3x3 hobbyists this year, was planned with a more advanced concept than in previous years. [토토사이트넷](#)

Lee Soo-group has set the concept of the upcoming sports art culture. Beyond simple basketball competitions, Lee Soo-group has set the concept as a comprehensive entertainment festival where everyone enjoys.

Representatively, various art programs such as collaboration exhibitions will be prepared by inviting artists who have exhibited works of emerging artists, galleries, and collaborated with the Isu group, such as graffiti artist "Sambi Pen." In addition, on June 2, the last day of the competition, hip-hop singers Onestein, Lil Boy and Palo Alto will heat up the atmosphere of the venue.

In addition, in the pure amateur competition, where the prize money for the competition is 17.5 million won, the total prize money was quite large, and the number of participants increased significantly, unlike last year. It is divided into ▲unlimited departments (3X3) ▲ university general departments (3X3) ▲ individual departments (1X1), and this year, new unlimited departments and individual departments were established.

According to the name, players can participate in the unlimited division, and accordingly, 3x3 professional players are flooded with inquiries to participate. In addition, the plan is to further increase the interest, individual skills, and performance of basketball through the individual department (1X1).

As the team boasts the highest prize money in Korea's 3x3 competition, it has spectacular performances. A large number of 3x3 players including Kim Jeong-nyeon (Cosmo), who is ranked first in Korea's 3x3, as well as Jeong Seong-jo (Cosmo) and Kim Cheol (team maker) will participate in the competition. Two days before the opening of the competition, groups were organized. (*Please refer to the photo below for the results.)

Meanwhile, Isu Group has continued its sponsorship activities to promote the development of the domestic sports industry. Starting with the hosting of the Isu Group KLPGA Championship in 2015, it has sponsored the junior golf tournament Young Guns Match Play as a co-host since 2018. It has also continued its sponsorship of Park Hee-young, an LPGA professional, and Kim Joo-hyung, the youngest golfer to win three gold medals in the PGA. It also signed a sponsorship with the Kiwoom Heroes of the KBO League last month.