



**UCONN, KENTUCKY, MEMPHIS, OKLAHOMA
SET AS REGIONAL HOSTS FOR
2K SPORTS COLLEGE HOOPS CLASSIC
BENEFITING COACHES VS. CANCER**
Tickets on sale now!

FOR IMMEDIATE RELEASE

August 8, 2007

Contact: The Gazelle Group 609.921.1300

PRINCETON, N.J. – Connecticut, Kentucky, Memphis, and Oklahoma will serve as the four regional hosts for the **2K Sports College Hoops Classic benefiting Coaches vs. Cancer**, the nation's premier season-opening college basketball tournament. Regional action will take place Nov. 5-9, with the four top teams advancing to the Championship Rounds, Nov. 15-16, at Madison Square Garden in New York City.

2K Sports will be the title sponsor of the event for the third consecutive year. 2K Sports develops and publishes the popular and highly acclaimed 2K series of sports video games including the "College Hoops 2K" series. 2K Sports is known for delivering the most innovative and realistic sports simulation gaming experience to fans every year.

Last year, Maryland defeated Michigan State, 62-60, in the 2006 championship game. Additionally, three of the last six NCAA Tournament champions have begun their seasons at The Classic, including Maryland (2001-02), Syracuse (2003-04) and Florida (2004-05).

The Coaches vs. Cancer program, created by the National Association of Basketball Coaches (NABC), exists to leverage the strength, community leadership and celebrity of our country's basketball coaches to raise awareness and reduce cancer risk through education programs while raising funds for Coaches vs. Cancer. Since 1996, the Event has raised approximately \$3.3 million for the benefit of Coaches vs. Cancer.

TICKET INFORMATION: Championship Round tickets at Madison Square Garden are now on sale and may be purchased by calling Ticketmaster at 212.307.7171 or through Ticketmaster.com.

For VIP ticket packages, contact Jason Poppe at 609.921.1300 or jpoppe@gazellegroup.com.

Tickets for the regional rounds may be purchased through the host schools' box offices. On-sale dates for individual game tickets will be announced in the near future.

Connecticut: uconnhuskies.com or 877.288.2666

Kentucky: ukathletics.com or 800.928.2287

Memphis: gotigersgo.com or 888.867.8636

Oklahoma: soonersports.com or 800.456.4668

The 2K Sports College Hoops Classic benefitting Coaches vs. Cancer is produced by The Gazelle Group in Princeton, N.J. The Gazelle Group is a sports marketing firm, specializing in event production and management, client representation, and sponsorship consulting. Gazelle produces numerous nationally-recognized events, such as the O'Reilly Auto Parts CBE Classic and the Legends Classic. For more information on the Gazelle Group, please visit gazellegroup.com.



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