



2004 Coaches vs. Cancer Classic to Feature New Expanded Format

Princeton, NJ (September 21, 2004) – The Gazelle Group is pleased to announce a new expanded format for the Coaches vs. Cancer Classic, the nation's premier preseason college basketball tournament. This year's event features 16 teams from 16 conferences competing at four regional sites hosted by top-ranked teams - Syracuse, Memphis, Cal and Mississippi State (in Birmingham, AL). Regional action begins November 11th - 13th. The winners from each site will advance to play in the semifinal and championship rounds at Madison Square Garden in New York City on November 18th - 19th. All four Championship Round games will be nationally televised on ESPN2.

Teams scheduled to participate at the regional host sites include: Alabama A&M, Belmont, Birmingham-Southern, Bucknell, Fairfield, George Mason, IPFW, Northern Colorado, Princeton, Savannah State, St. Mary's and UC Riverside. Outlined below are the dates, locations and match-ups for the event (Attached is a complete bracket):

Regional Rounds:

November 11th & 12th, 5:30 PM EST

Carrier Dome, Syracuse, NY

Syracuse vs. Northern Colorado
Princeton vs. Bucknell

November 11th & 13th, Time TBA

FedExForum, Memphis, TN

Memphis vs. Savannah State
George Mason vs. IPFW

November 11th & 12th, 5:30 PM PST

Haas Pavilion, Berkeley, CA

California vs. UC Riverside
St. Mary's vs. Belmont

November 11th & 12th, 6:00 PM CST

*Birmingham Jefferson Convention Complex,
Birmingham, AL*

Mississippi State vs. Fairfield
Alabama A&M vs. Birmingham-Southern

* All opening round games to be played at each host site on November 11th. All regional Consolation and Championship Games in Syracuse, Birmingham, and Cal will be played on November 12th. Consolation and Championship Games in Memphis will be played on November 13th.

Championship Rounds:

Semifinals:

November 18th, 7:00 PM EST

Madison Square Garden

Regional Winner (Memphis) vs. Regional Winner (Cal)
Regional Winner (Syracuse) vs. Regional Winner (Mississippi State)

Finals:

November 19th, 7:00 PM EST

Madison Square Garden

Consolation Game
Championship Game

ESPN.com's Andy Katz featured Syracuse(#5), Mississippi State(#11), and Memphis(#19) in his Summer Sizzling 50 rankings and all three teams are projected to appear in the "Top 25" at the start of the season. This year's Event will include five John Wooden preseason All-America candidates on its rosters: Gervy McNamara (Syracuse). Hakim

Warrick (Syracuse), Sean Banks (Memphis), Lawrence Roberts (Mississippi State), and Leon Powe (California).

The Coaches vs. Cancer program, created by the American Cancer Society and the National Association of Basketball Coaches exists to leverage the strength, community leadership and celebrity of our country's basketball coaches to raise awareness and in turn, reduce cancer risk through education programs while raising funds for the American Cancer Society. Since 1995, The Gazelle Group, producer of the Coaches vs. Cancer Classic, has raised over \$2.2 million for Coaches vs. Cancer.

Ticket information:

Syracuse: 1-888-DOMETIX or www.dometix.com (Individual game tickets on sale Oct. 13th)

Memphis: 1-888-867-UofM or www.gotigersgo.com (Individual game tickets on sale Oct. 15th)

California: 1-800-GO-BEARS or www.calbears.com (Individual game tickets on sale Oct. 1st)

Birmingham: Tickets can be purchased through Mississippi State now (1-888-GODAWGS or www.mstateathletics.com) or through Ticketmaster beginning Oct. 1st.

Championship Round tickets at Madison Square Garden are on sale now and can be purchased by calling Ticketmaster at (212) 307-7171 or through www.Ticketmaster.com.

For more information about the Coaches vs. Cancer Classic, please visit www.coachesvscancer.com or contact Christopher Makos at (609) 921-1300 or cmakos@gazellegroup.com.



The Gazelle Group • 475 Wall Street, Princeton, NJ 08540 • phone (609) 921-1300 fax (609) 921-2332

2004 Coaches vs. Cancer Classic

November 11 th and 12 th Carrier Dome Syracuse, NY Syracuse	November 18th and 19th Madison Square Garden New York, NY Game Times 7:00 & 9:00 p.m.	November 11 th and 13 th FedExForum Memphis, TN Memphis
7:30 p.m. Northern Colorado		TBA Savannah State
Princeton		George Mason
5:30 p.m. Bucknell		TBA IPFW
Consolation		Consolation
November 11 th and 12 th Birmingham Jefferson Convention Complex Birmingham, AL Mississippi State		November 11 th and 12 th Haas Pavilion Berkeley, CA Cal
8:00 p.m. Fairfield		7:30 p.m. UC-Riverside
Birmingham-Southern		St. Mary's
6:00 p.m. Alabama A&M	Consolation	5:30 p.m. Belmont
Consolation		Consolation

**Host teams are in bold. All Game Times Local. **

Note: The second game of each double-header will begin 20 minutes after the conclusion of the first game.