



## Media Itinerary for the 2003 Coaches vs. Cancer Classic

**Princeton, NJ (October 21, 2003)** - Outlined below are the media opportunities surrounding the 2003 Coaches vs. Cancer Classic at Madison Square Garden featuring Alabama, Gonzaga, Marquette, Memphis, Pittsburgh, St. John's, Saint Joseph's and Wake Forest on November 13th & 14th, 2003.

### Coaches Teleconference- Tuesday, November 11th, 2003, 11:00 AM EST

All eight coaches will participate in a national teleconference to preview the event and the upcoming season. Coaches will be available to answer questions from the media. **To access the call, please dial 877-329-7569 and ask for the "Coaches vs. Cancer Classic" call.**

### Press Conference- Wednesday, November 12th, 2003, 6:00 PM EST

Prior to the Tip-Off Reception, the four coaches participating in games on Thursday night (John Calipari, Mike Jarvis, Skip Prosser and Tom Crean) will be present for a press conference in the Lutnick Theatre of the Intrepid Sea, Air and Space Museum. The four coaches participating in games on Friday night (Jamie Dixon, Mark Few, Mark Gottfried and Phil Martelli) will address the media in attendance via telephone. For security purposes, we need to submit a complete list of everyone attending the press conference at the Intrepid Museum by **Friday, November 7th**. Following the press conference, media are invited to attend the Tip-Off Reception in Pioneer Hall of the Intrepid Museum from 6:30-8:30 PM EST. Please indicate your intentions to attend on your credential request form.

Match-ups for the Event are as follows:

#### Thursday, November 13th- 7:00 PM EST

Memphis vs. Wake Forest

Marquette vs. St. John's

#### Friday, November 14th- 7:00 PM EST

Pittsburgh vs. Alabama

Gonzaga vs. Saint Joseph's

All four games will be televised nationally on ESPN2.

Last year's Coaches vs. Cancer Classic field included three eventual Final Four teams from the 2003 NCAA Tournament- Marquette, Syracuse, and Texas. In addition to featuring 14 preseason Top 20 teams over the past four years, the event has opened the season with the last two eventual national champions competing at the Garden (Maryland in 2001-2002 and Syracuse in 2002-2003).

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, Gazelle, producer of the Coaches vs. Cancer Classic, has raised over \$2 million for Coaches vs. Cancer®. Tickets for the 2003 Coaches vs. Cancer Classic are on sale now through the Madison Square Garden Box Office, by calling TicketMaster at (212) 307-7171 or by logging on to the [Coaches vs. Cancer Classic](#) page of Ticketmaster.com.

For more information about the Coaches vs. Cancer Classic, please contact Michael Matkowski at (609) 921-1300 or [mmatkowski@gazellegroup.com](mailto:mmatkowski@gazellegroup.com). Members of the media can download a [Credential Application](#) and visit the [Media Page](#) for event history and records, logos, and photos.



**American Airlines**  
The official Airline of the  
Coaches vs. Cancer Classic



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**ACADEMY**



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