



2004 Coaches vs. Cancer Classic Media Itinerary and Credential Information

Princeton, NJ (November 1, 2004) - The 2004 Coaches vs. Cancer Classic media itinerary and credential information is as follows:

MEDIA ITINERARY:

Opening Round Teleconference (11:00 AM - 12:20 PM EST) - Tuesday, November 9th:

Media dial-in number: (800) 581-5838

Reference: Coaches vs. Cancer Classic Conference Call.

Format: The head coaches from each team in the Coaches vs. Cancer Classic will participate in a national teleconference to preview the event and the upcoming season. The conference will be divided into four segments, with coaches grouped into their respective regional sites. Each segment will open with a short introduction by Gazelle Group President Rick Giles and a Coaches vs. Cancer representative, followed by brief remarks by all four coaches. Each segment will conclude with a question and answer session. Below are the schedules for each segment:

Syracuse Region

11:00 AM EST

- Rick Giles, Gazelle Group
- Representative from the CVC
- Jim Boenheim, Syracuse
- Pat Flannery, Bucknell
- Craig Rasmuson, Northern Colorado
- Joe Scott, Princeton

Memphis Region

11:20 AM EST

- Rick Giles, Gazelle Group
- Representative from the CVC
- John Calipari, Memphis
- Doug Noll, IPFW
- Jim Larranaga, George Mason
- Edward Daniels Jr., Savannah State

Mississippi State Region

11:40 AM EST

- Rick Giles, Gazelle Group
- Representative from the CVC
- Rick Stansbury, Mississippi State
- L. Vann Pettaway, Alabama A&M
- Duane Reboul, Birmingham-Southern
- Tim O'Toole, Fairfield

Cal Region

12:00 Noon EST

- Rick Giles, Gazelle Group
- Representative from the CVC
- Ben Braun, Cal Belmont
- Rick Byrd, Belmont
- Randy Bennett, St. Mary's
- John Masi, UC Riverside

Championship Round Teleconference (12:00 Noon PM EST) - Wednesday, November 17th:

Media dial-in number: (800) 581-5838

Reference: Coaches vs. Cancer Classic Conference Call.

The Championship Round teleconference will be held on Wednesday, November 17, 2004 at 12:00 Noon. The conference will open with a short introduction by Gazelle Group President Rick Giles and a Coaches vs. Cancer representative, followed by brief remarks by all four coaches. The segment will conclude with a question and answer session.

Tip-Off Reception:

The annual Tip-Off Reception will be held on Wednesday, November 17, 2004 at the Intrepid Sea, Air & Space Museum from 6:30 PM - 9:00 PM. The Reception will be attended by sponsors, teams and coaches. Media members are welcome to attend. Please include your information on the credential request application.

CREDENTIAL REQUESTS:

Opening Rounds:

The deadline for the Opening Rounds is **Friday, November 5, 2004 at 5:00 PM**. To request a media credential for the opening rounds of the Coaches vs. Cancer Classic, please submit your opening round request form to the applicable contact below. Click [here](#) for a printable application.

Syracuse

Pete Moore, SID
Syracuse University
102 H Manley Field
House
Syracuse, NY 13244
(315) 443-2080
Fax: (315) 443-2076

Memphis

Lamar Chance,
Assistant SID
Memphis University
203 Athletic Office
Bldg.
Memphis, TN 38152
(901) 678-2349
Fax: (901) 678-4134

Mississippi State

Christopher
Makos
Gazelle Group
475 Wall St.
Princeton, NJ
08540
(609) 921-1300
Fax: (609) 921-
2332

Cal

Herb Benenson, SID
University of California-
Berkeley
210 Memorial Stadium
Berkeley, CA 94720
(510) 642-0515
Fax: (510) 643-7778

Championship Rounds:

To request a credential for the Championship Rounds of the Coaches vs. Cancer Classic on November 18th & 19th at Madison Square Garden in New York City, please fax your Championship Round application (attached) to the Gazelle Group, Attn: Christopher Makos, (609) 921-2332. The deadline for the requests is **Monday, November 15, 2004 at 5:00 PM**. Those who have requested a credential request form will be notified of their status via email. Confirmed credentials can be picked up at Media Will Call at Madison Square Garden. Click [here](#) for a printable application.

Hotel Information:

Syracuse
The Marx
Syracuse

701 E. Genesee
St.
Syracuse, NY
13210
(315) 479-7000

Memphis
Holiday Inn
Select

2240 Democrat
Road
Memphis, TN
38132
(901) 332-1130

Mississippi State
Sheraton Birmingham

2101 Richard
Arrington Jr. Blvd.
Birmingham, AL
35203
(205) 324-5000

Cal Regional
Doubletree
Berkeley

200 Marina
Blvd.
Berkeley, CA
94710
(510) 548-
7920

New York City
InterContinental

=
The Barclay
111 East 48th
St.
New York, NY
10017
(212) 755-5900

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.

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