



2K Sports College Hoops Classic benefiting Coaches vs. Cancer Tips-Off on Monday – Basketball Season Begins!

FOR IMMEDIATE RELEASE

November 1, 2007

Contact: Evan Olesh 609.921.1300

PRINCETON, N.J. – College Basketball begins Monday, November 5th, with the 2K Sports College Hoops Classic benefiting Coaches vs. Cancer. Regional Round doubleheader action in Memphis begins at 4:00 p.m. EST.

Regional action will take place Nov. 5-9, with the winner of each Regional Round advancing to the Championship Rounds, Nov. 15-16, at Madison Square Garden in New York City. A total of ten games will be nationally televised on the ESPN family of networks. ESPN2 will televise both Championship Round doubleheaders at Madison Square Garden on November 15th and 16th. ESPNU will televise two Memphis Regional games, two Lexington Regional games, and two games of the Storrs Regional. Outlined below are the dates, locations and match-ups for the tournament. ([Click here for a complete bracket with TV times](#)).

--- REGIONAL ROUNDS ---

Memphis Regional Rounds

November 5th and 6th

FedEx Forum – Memphis, TN
Tennessee Martin vs. #3 Memphis
Maine vs. Richmond

Lexington Regional Rounds

November 6th and 7th

Rupp Arena – Lexington, KY
Central Arkansas vs. #22 Kentucky
Alabama A&M vs. Gardner Webb

Storrs Regional Rounds

November 7th and 8th

Gampel Pavilion – Storrs, CT
Morgan State vs. Connecticut
Ohio Valley vs. Buffalo

Norman Regional Rounds

November 8th and 9th

Lloyd Noble Center – Norman, OK
San Francisco vs. Oklahoma
East Central Oklahoma vs. Denver

--- CHAMPIONSHIP ROUNDS ---

Semifinal Doubleheader

November 15th

Madison Square Garden – New York, NY
Memphis Winner vs. Norman Winner
Storrs Winner vs. Lexington Winner

Championship Doubleheader

November 16th

Madison Square Garden – New York, NY
Consolation Game
Championship Game

CREDENTIAL REQUESTS:

Regional Rounds

Please contact the appropriate school for credential information. Kentucky will be accepting credential applications online at www.sportssystem.com/Kentucky.

Storrs Regional

Kyle Muncy
University of Connecticut

Lexington Regional

Scott Stricklin
University of Kentucky

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Championship Rounds

The deadline to request a media credential for the Championship Rounds of the Event is **Monday, November 12th, 2007 at 5:00 p.m. EST.** Please fax your Championship Round application to The Gazelle Group, Attn: Evan Olesh, (609) 921-2332. Those who have requested a credential request form will be notified of their status via e-mail. Confirmed credentials can be picked up the day of the games at Media Will Call, 8 Penn Plaza in Madison Square Garden.

Click [HERE](#) for a printable application.

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).

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.

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The initiative leverages the personal experiences, community leadership, and professional excellence of basketball coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities and advocacy programs. Coaches vs. Cancer provides critical mission outreach, while raising funds in support of the Society's lifesaving cancer research, education, advocacy, and community service. 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 jjoppe@gazellegroup.com.

Tickets also may be purchased through the host schools' box offices.

Connecticut: uconnhuskies.com

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.

