



Crave Calvin Klein Becomes A Presenting Sponsor

Princeton, NJ (November 4, 2003) - The Gazelle Group is pleased to announce that Calvin Klein's Crave will be a presenting sponsor of the 2003 Coaches vs. Cancer Classic.

Crave is the latest cologne for men from Calvin Klein's fragrance collection. Crave Calvin Klein is proud to be associated with the Coaches vs. Cancer Classic and the American Cancer Society.

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. Members of the

media can download a [Credential Application](#) and visit the [Media Page](#) for event history and records, logos, and photos.



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