



TIAA-CREF returns as a Presenting Sponsor of the 2004 Coaches vs. Cancer Classic

Princeton, NJ (November 9, 2004) - The Gazelle Group is pleased to announce TIAA-CREF will return as a Presenting Sponsor of the 2004 Coaches vs. Cancer Classic.

TIAA-CREF (www.tiaa-cref.org) is a national financial services company and leading provider of retirement security in the academic, research, medical and cultural fields.

Rick Giles, President of the Gazelle Group comments, "TIAA-CREF has been a Presenting Sponsor of the Coaches vs. Cancer Classic since 1999. Working together with the American Cancer Society, TIAA-CREF has been instrumental to Coaches vs. Cancer and the fight against cancer."

The Coaches vs. Cancer Classic 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 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 (Click [here](#) for a complete bracket):

Regional Rounds:

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

Carrier Dome, Syracuse, NY
Bucknell vs. Princeton
Northern Colorado vs. Syracuse

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

Haas Pavilion, Berkeley, CA
Belmont vs. St. Mary's
UC Riverside vs. Cal

November 11th & 13th, 5:30 PM CST

FedExForum, Memphis, TN
IPFW vs. George Mason
Savannah State vs. Memphis

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

Birmingham Jefferson Convention Complex, Birmingham, AL
Alabama A&M vs. Birmingham-Southern
Fairfield vs. Mississippi State

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

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 1993, The Gazelle Group, producer of the Coaches vs. Cancer Classic, has raised over \$2.1 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.



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