



# American Airlines returns as a Presenting Sponsor of the 2004 Coaches vs. Cancer Classic

**Princeton, NJ (November 9, 2004)** - The Gazelle Group is pleased to announce that American Airlines will return as a Presenting Sponsor of the 2004 Coaches vs. Cancer Classic for the sixth straight year.

American Airlines ([www.aa.com](http://www.aa.com)) has been proud to play a part in many charitable events in New York and looks forward to once again teaming up with the National Association of Basketball Coaches in the fight against cancer.

Rick Giles, President of the Gazelle Group comments, "This marks the seventh year of support American Airlines has provided to the American Cancer Society through the Coaches vs. Cancer Classic. American Airlines is a valued partner in 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*

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

*Haas Pavilion, Berkeley, CA*

*Belmont vs. St. Mary's*

Bucknell vs. Princeton  
Northern Colorado vs. Syracuse

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](http://www.coachesvscancer.com) or contact Christopher Makos at (609) 921-1300 or [cmakos@gazellegroup.com](mailto:cmakos@gazellegroup.com).



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