

November 18, 2008

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SEMIFINALS SET FOR 2K SPORTS CLASSIC

Top Ten Teams Duke, UCLA Headline Matchups

***** Coaches Conference Call Set For Tuesday, Nov. 18th*****

Princeton, N.J. – The semifinal matchups are set for the **2K Sports Classic benefiting Coaches vs. Cancer** with games set to be played this Thursday night at Madison Square Garden beginning at 7:00 PM.

----- CHAMPIONSHIP ROUNDS -----

Semi-Final Doubleheader

Madison Square Garden- New York, NY

November 20th - 7:00 PM (ESPN2)

#5 Duke vs. Southern Illinois

#4 UCLA vs Michigan

Championship Doubleheader

Madison Square Garden- New York, NY

November 21st - 5:00 PM (ESPN2)

3rd Place Game

Championship Game

COACHES CONFERENCE CALL

Members of the media may speak with the four coaches during a conference call on Tuesday, November 18th. The conference call will begin at 11:45 am ET with the first coach joining the call at 11:50 AM ET.

Rick Giles of the Gazelle Group and Jim Haney of the NABC will introduce the call, followed by brief remarks from each coach, and concluding with a question and answer session. Listed below are the time and participating coaches:

Ben Howland (UCLA): 11:50 am- 12:00 pm ET

Mike Krzyzewski (Duke): 12:00 pm- 12:10 pm ET

John Beilein (Michigan): 12:10 pm- 12:20 pm ET

Chris Lowery (Southern Illinois): 12:20 pm- 12:30 pm ET

The phone number for all media members is (877-879-6174)

TICKET INFORMATION

Tickets for the Championship Round doubleheaders on Thursday and Friday are available through Ticketmaster.com or by calling 212-307-7171. Fans may also take advantage of the "**Recession Buster**" ticket promotion which **allows fans to receive a free ticket for each ticket purchased**, based on availability. Purchases for the "**Recession Buster**" promotion must be made in advance of the games either on-line or by phone.

Click [HERE](#) for a complete bracket with TV Times (**All times listed are ET**).

CREDENTIAL REQUESTS:

All credential requests for the Championship Rounds at Madison Square Garden should be made through the following website... www.gazellegroup.com/events/www/media.htm

[2K Sports](#) will be the title sponsor of the event for the fourth consecutive year. 2K Sports develops and publishes the popular and highly acclaimed 2K series of sports video games including the "NBA 2K" series - the best selling and best rated next-generation basketball videogame on the market. 2K Sports is known for delivering the most innovative and realistic sports simulation gaming experience to fans every year.

The Coaches vs. Cancer program, a collaboration between the [American Cancer Society](#) and [National Association of Basketball Coaches](#) (NABC), exists to leverage the strength, community leadership and celebrity

of the nation's basketball coaches, to raise awareness and reduce cancer risk through education programs while raising funds for the American Cancer Society's fight against cancer. ***Since 1996, the event has raised more than \$4 million for the benefit of Coaches vs. Cancer.***

The 2K Sports Classic benefiting 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, the Legends Classic and the College Basketball Invitational (CBI). For more information on the Gazelle Group, please visit gazellegroup.com.

Visit coachesvscancer.com for more information on the 2K Sports Classic benefiting Coaches vs. Cancer.