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2K SPORTS CLASSIC BENEFITING COACHES VS. CANCER TO FEATURE FOUR NATIONALLY-RANKED TEAMS

PRINCETON, N.J. - The 2009 2K Sports Classic benefiting Coaches vs. Cancer will feature for the first time in the history of the event four nationally-ranked teams participating in the Championship Rounds at New York's Madison Square Garden.

In the 2009-10 ESPN/USA Today preseason coaches' poll, North Carolina is ranked fourth, California is 12th, Ohio State is 17th, and Syracuse is 25th. All four institutions will host Regional Round games of the Classic, beginning on Nov. 9. The four hosts will then travel to Madison Square Garden for the Championship Rounds, which start on Nov. 19 with Syracuse meeting Cal at 7:00pm and North Carolina facing Ohio State at 9:00pm. On Nov. 20, the consolation game will commence at 5:00pm with the title match at 7:00pm. All four games of the Championship Rounds will be televised on ESPN2.

The remaining eight teams of the 12-team field will participate in Subregional action at two sites. Albany will host Detroit, Robert Morris, and Alcorn State with each team playing three games at SEFCU Arena from Nov. 20-22. James Madison, Murray State, and North Carolina Central will travel to Miami where FIU will serve as host for three days of doubleheaders at U.S. Century Bank Arena from Nov. 20-23.

Tickets for the Championship Round games of the 2K Sports Classic benefiting Coaches vs. Cancer at Madison Square Garden may be purchased through TicketMaster on the web at www.ticketmaster.com or by calling 212-307-7171. Tickets to the Regional and Subregional Rounds may be purchased through the respective host institutions' ticket office.

2K Sports will be the title sponsor of the event for the fifth consecutive year. 2K Sports develops and publishes the popular and highly acclaimed 2K series of sports video games, including the "NBA 2K" franchise - the best selling and best rated basketball videogame on the market.* 2K Sports is known for delivering the most innovative and realistic sports simulation gaming experience to fans every year. **according to 2008-09 gamerankings.com and NPD data.*

The Coaches vs. Cancer program, a collaboration between the [American Cancer Society](http://www.americancancer.org) and [National Association of Basketball Coaches](http://www.nabc.org) (NABC), exists to leverage the strength, community leadership and celebrity status 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 vision of a world with less cancer and more birthdays. **Since 1996, the event has raised more than \$4.5 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.

