

November 7, 2008

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College Basketball Tips Off !!!!

2K Sports Classic benefiting Coaches vs. Cancer Begins Monday

(Princeton, NJ)- College Basketball begins Monday, November 10th, with the 2K Sports Classic benefiting Coaches vs. Cancer. Regional Round doubleheader action in Durham, N.C. begins at 4:00 p.m. ET.

Duke, UCLA, Michigan and Southern Illinois will serve as the four regional hosts for the tournament. The Regional Rounds will take place between November 10-13 with each regional winner advancing to the Championship Rounds, November 20th & 21st, at Madison Square Garden in New York City.

A total of ten games will be televised on the ESPN family of networks. ESPN2 will televise both Championship Round doubleheaders on November 20th and 21st. ESPNU will televise two games from each of the Durham, Ann Arbor and Los Angeles Regional Rounds. Outlined below are the dates, locations and match-ups for the tournament.

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

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

Semi-Final Doubleheader

Madison Square Garden- New York, NY

November 20th - 7:00 PM (ESPN2)

Durham Winner vs. Carbondale Winner

Los Angeles Winner vs Ann Arbor Winner

Championship Doubleheader

Madison Square Garden- New York, NY

November 21st - 5:00 PM (ESPN2)

Consolation Game

Championship Game

----- REGIONAL ROUNDS -----

Durham Regional Rounds

Cameron Indoor Stadium - Durham, NC

November 10th

4:00 PM- Georgia Southern vs. Houston

7:00 PM- Presbyterian vs. Duke (*ESPNU*)

November 11th

6:00 PM- Regional Consolation

9:00 PM- Regional Championship (*ESPNU*)

Carbondale Regional Rounds

SIU Arena - Carbondale, IL

November 11th

6:00 PM- Arkansas-Monticello vs. UMass

8:30 PM- California, Pa. vs. Southern Illinois

November 12th

4:30 PM- Regional Consolation

8:00 PM- Regional Championship

Ann Arbor Regional Rounds

Crisler Arena - Ann Arbor, MI

November 11th

4:00 PM- IUPUI vs. Northeastern

7:00 PM- Michigan Tech vs. Michigan (*ESPNU*)

November 12th

5:00 PM- Regional Consolation

8:00 PM- Regional Championship (*ESPNU*)

Los Angeles Regional Rounds

Pauley Pavilion - Los Angeles, CA

November 12th

7:15 PM- Weber St. vs. Miami, OH

10:00 PM- Prairie View A&M vs. UCLA (*ESPNU*)

November 13th

8:15 PM- Regional Consolation

11:00 PM- Regional Championship (*ESPNU*)

CREDENTIAL REQUESTS:

All credential requests for Regional Round games should be made through the host school's Sports Information Director.

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

TICKET INFORMATION:

Championship Round ticket packages at Madison Square Garden are ON SALE NOW and may be purchased by

calling Ticketmaster at 212.307.7171 or through Ticketmaster.com.

In the 2007 2K Sports Classic Championship Game, the Memphis Tigers defeated the Connecticut Huskies, 81-70. Memphis went on to play for the national title against Kansas. Additionally, three of the last seven NCAA Tournament champions have begun their seasons at the 2K Sports Classic, including Maryland (2001-02), Syracuse (2003-04) and Florida (2004-05).

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](http://AmericanCancerSociety.org) and [National Association of Basketball Coaches](http://NationalAssociationofBasketballCoaches.org) (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.