

November 8, 2007

Contact: [gazelle@gazellegroup.com](mailto:gazelle@gazellegroup.com), 609-921-1300

## **Gardner-Webb Advances to Championship Rounds of the 2K Sports College Hoops Classic benefiting Coaches vs. Cancer**

**PRINCETON, N.J.** – After a stunning upset, Gardner Webb advances to the Championship Rounds of the 2K Sports College Hoops Classic benefiting Coaches vs. Cancer by knocking off 22nd-ranked Kentucky in Rupp Arena last night by a score of 84-68. The Runnin' Bulldogs will travel to Madison Square Garden to take on the winner of tonight's match-up between Buffalo and Connecticut in Storrs, Connecticut. ([Click here for an updated bracket](#)).

Just a few months after Appalachian State knocked off Michigan at home in football, Gardner-Webb pulls off an upset of equal stature to begin the college basketball season, routing the Wildcats on their home court. Gardner-Webb led the entire game and never had a lead of less than seven points. "A lot of people will think this is a misprint, but I hope not," Gardner-Webb coach Rick Scruggs said. "I hope they get to see it and can enjoy it. It's going to take a few days to settle in."

### **---- CHAMPIONSHIP ROUNDS ----**

#### **Semifinal Doubleheader**

November 15th

Madison Square Garden - New York, NY  
#3 Memphis vs. Norman Winner  
Storrs Winner vs. Gardner-Webb

#### **Championship Doubleheader**

November 16th

Madison Square Garden - New York, NY  
Consolation Game  
Championship Game

### **CREDENTIAL REQUESTS:**

#### **Regional Rounds**

Coach Rick Scruggs has been in a similar position before. In 2001 Dick Vitale called Colorado State's schedule "Cupcake City" because of their match-up with the Runnin' Bulldogs. Scruggs went on to lead his team to a victory against Colorado State and sent a batch of cupcakes to the ESPN commentator.

Gardner-Webb's upset is reminiscent of St. Mary's upset of Cal in the 2004 Coaches vs. Cancer Classic. Playing in the Championship Rounds at Madison Square Garden propelled St. Mary's on to a 25-9 overall record, earning an at-large bid in the NCAA Tournament.

#### **Gardner Webb Quick Facts:**

Location.....	Boiling Springs, NC
Enrolment.....	4,000
Founded.....	1905
Nickname.....	Bulldogs
Colors.....	Scarlet and Black
Home Facility (Capacity).....	Paul Porter Arena (5,000)
Web Site.....	gwusports.com
2006-07 Record.....	9-21
Conference.....	Atlantic Sun (A-Sun)
Record (Finish).....	7-12 (tie-7th)
Postseason.....	Lost in A-Sun Quarterfinals
Head Coach.....	Rick Scruggs (Georgia '79)
Record at School.....	162-164 (13 years)
Career Record.....	340-279 (20 years)

Outlined below is important Information about the Championship Round Teleconference on Tuesday, November 13th.

#### **Media Itinerary**

**Championship Round Teleconference:**  
***Tuesday, November 13th (11:00 a.m. EST)***  
***Media Dial-In Number: (877) 852-6581***

Format: The teleconference will open with a short introduction by Gazelle Group President Rick Giles and an NABC representative, followed by brief remarks by the coaches of the four teams that advanced to the Championship Round. The segment will conclude with a question and answer session.

**Credential Requests**

The deadline to request a media credential for the Championship Round of the 2K Sports College Hoops Classic benefiting Coaches vs. Cancer is today, November 12th at 6:00 p.m. EST. Please fax your Championship Round application to The Gazelle Group, ATTN: Evan Olesh, (609) 921-2332. ([Click here for a printable application](#)). Those who have requested a credential will be notified of their status via email. Time and location for credential pick-up will be given in the email.

2K Sports will be the title sponsor of the event for the third consecutive year. 2K Sports develops and publishes the popular and highly acclaimed 2K series of sports video games including the "College Hoops 2K" series. 2K Sports is known for delivering the most innovative and realistic sports simulation gaming experience to fans every year.

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The initiative leverages the personal experiences, community leadership, and professional excellence of basketball coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities and advocacy programs. Coaches vs. Cancer provides critical mission outreach, while raising funds in support of the Society's lifesaving cancer research, education, advocacy, and community service. Since 1996, the Event has raised approximately \$3.3 million for the benefit of Coaches vs. Cancer.

**TICKET INFORMATION:** Championship Round tickets at Madison Square Garden are now on sale and may be purchased by calling Ticketmaster at 212.307.7171 or through [Ticketmaster.com](http://Ticketmaster.com).

For VIP ticket packages, contact Alex Hughes at 609.921.1300 or [ahughes@gazellegroup.com](mailto:ahughes@gazellegroup.com). Tickets also may be purchased through the host schools' box offices.

**Connecticut:** [uconnhuskies.com](http://uconnhuskies.com)

**Kentucky:** [ukathletics.com](http://ukathletics.com) or 800.928.2287

**Memphis:** [gotigersgo.com](http://gotigersgo.com) or 888.867.8636

**Oklahoma:** [soonersports.com](http://soonersports.com) or 800.456.4668

The 2K Sports College Hoops 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 and the Legends Classic. For more information on the Gazelle Group, please visit [gazellegroup.com](http://gazellegroup.com).