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## **2K Sports Classic benefiting Coaches vs. Cancer Tips-Off the College Basketball Season**

**PRINCETON, N.J.** – The 16th annual 2K Sports Classic benefiting Coaches vs. Cancer officially tips-off the 2010-11 college basketball season this evening.

The season begins at 7:00pm (ET) when No. 4 Pittsburgh hosts Rhode Island on ESPNU. At 8:00pm (ET), No. 16 Illinois hosts UC Irvine on ESPN3.com while Maryland entertains Seattle on Comcast SportsNet Mid-Atlantic and Comcast SportsNet Northwest. At 9:00pm (ET), No. 25 Texas meets Navy on ESPNU.

All four Regional Round hosts will also play on Wednesday. Pitt hosts Illinois-Chicago, Charleston is at Maryland (ESPNU), Illinois hosts Toledo (ESPN3.com), and Texas is home to Louisiana Tech (ESPNU).

Pitt, Texas, Maryland, and Illinois will then travel to New York City and square off in the Championship Rounds of the 2K Sports Classic benefiting Coaches vs. Cancer. Semifinal games will take place on Thursday Nov. 18 with the consolation and championship games being played on Nov. 19. All four contests will air on ESPN2.

Last year's 2K Sports Classic benefiting Coaches vs. Cancer drew in excess of 141,000 fans across the seven hosting venues with Syracuse defeating defending national champion North Carolina to claim the title. This year marks the 13th consecutive season that the Classic has been played at Madison Square Garden.

2K Sports, known for delivering the most innovative and realistic sports simulation experience available, is the title sponsor of the event for the sixth consecutive year. 2K Sports develops and publishes the popular and highly acclaimed NBA 2K series - the top selling and highest rated next-generation basketball video game on the market.

The 2K Sports Classic benefiting Coaches vs. Cancer is produced by The Gazelle Group of 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 [www.gazellegroup.com](http://www.gazellegroup.com).

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 status of the nation's basketball coaches in an effort 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 1995, the event has raised more than \$4.5 million for the benefit of Coaches vs. Cancer.**

