

October 10, 2007

Contact: gazelle@gazellegroup.com, 609-921-1300

Credential Information Announced For 2K Sports College Hoops Classic benefiting Coaches vs. Cancer

PRINCETON, N.J. – The 2007 2K Sports College Hoops Classic Benefiting Coaches vs. Cancer credentialing information is outlined below.

CREDENTIAL REQUESTS:

Regional Rounds

Please contact the appropriate school for credential information. Kentucky will be accepting credential applications online at www.sportssystem.com/Kentucky.

Storrs Regional Rounds

Kyle Muncy
Univ. of Connecticut Ath. Communications
2095 Hillside Road, Unit 1173
Storrs, CT 06269-1173
Phone: (860)486-3531
Fax: (860)486-5085
kyle.muncy@uconn.edu

Memphis Regional Rounds

Lamar Chance
University of Memphis
203 E Athletic Office Building
Memphis, TN 38152
Phone: (901)678-2349
Fax: (901)678-4134
Ichance1@memphis.edu

Lexington Regional Rounds

Scott Stricklin
University of Kentucky
Joe Craft Center
338 Lexington Ave.
Lexington, KY 40506
Phone: (859)257-3838
Fax: (859)257-3838
stricklin@uky.edu

Norman Regional Rounds

Mike Houck
University of Oklahoma
OU Athletics Media Relations
180 W. Brooks St., Suite 2525
Norman, OK 73019
Phone: (405)325-8231
Fax: (405)325-7623
mhouck@ou.edu

Championship Rounds

The deadline to request a media credential for the Championship Rounds of the Event is **Monday, November 12th, 2007 at 5:00 p.m. EST.** Please fax your Championship Round application to The Gazelle Group, Attn: Evan Olesh, (609) 921-2332. Those who have requested a credential request form will be notified of their status via e-mail. Confirmed credentials can be picked up the day of the games at Media Will Call, 8 Penn Plaza in Madison Square Garden.

Click [HERE](#) for a printable application.

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.

For VIP ticket packages, contact Alex Hughes at 609.921.1300 or ahughes@gazellegroup.com.

Tickets also may be purchased through the host schools' box offices.

Connecticut: uconnhuskies.com

Kentucky: ukathletics.com or 800.928.2287

Memphis: gotigersgo.com or 888.867.8636

Oklahoma: soonersports.com or 800.456.4668

The 2K Sports College Hoops Classic benefitting 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.