



DAILY BULLETIN

Courtesy of NCAA Corporate Champions and Corporate Partners

Friday, April 1, 2011

Weather today
Partly Sunny,
High 85, Low 64

Let the Festivities Begin!!!!

The Big Dance Concert Series tips off tonight with the AT&T Block Party featuring Sublime with Rome.



"The Big Dance is just one of many events that will celebrate and highlight the NCAA Men's Final Four," said Greg Shaheen, NCAA interim executive vice president of championships and alliances. "We are excited to bring our annual concert series to downtown Houston's Discovery Green, which provides a great opportunity for Houstonians and visitors alike, to enjoy free music, entertainment and activities as part of the Final Four."

Sublime with Rome features drummer Bud Gaugh and bass player Eric Wilson – both found-



ing members of the legendary ska-punk band, Sublime – alongside gifted singer/guitarist Rome. Founded in Long Beach, CA, by Gaugh, Wilson, and original vocalist/guitarist Bradley Nowell in 1988, Sublime was without question one of the most successful and influential ska-punk bands of

all time, with over 17 million albums sold worldwide fueled by such radio hits as "Santeria," and the chart-topping "What I Got."

"AT&T is excited to build even more momentum around the 2011 NCAA Men's Final Four weekend by announcing our headlining act – Sublime with Rome," said Jamie Kerr, senior manager, AT&T corporate sponsorships. "We're all about keeping fans connected to their passions, and this is just one of the many activities we have in store over the course of the weekend."

Discovery Green, site of The Big Dance Concert Series, is conveniently located in downtown Houston. *The urban park serves as a village green, a source of health and happiness for local citizens and a window into the diverse talents and traditions that enrich life in Houston.*

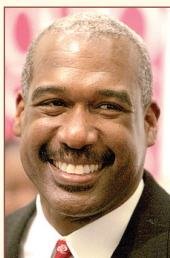
Welcome to the 2011 NCAA Men's Final Four

On behalf of the Division I Men's Basketball Committee, welcome to the historic 2011 NCAA Men's Final Four in the great city of Houston! This will be the second time Houston has served as host of the Men's Final Four as 2011 marks the 40th anniversary of the 1971 Final Four played at the Astrodome. This is the largest basketball event in the world and Houston welcomes you with open arms.

A special thanks is in order for the Houston Local Organizing Committee, our hosts from Rice University and The University of Houston, who have all done a fantastic job preparing for tens of thousands of expected visitors.

We encourage everyone to take advantage of the numerous NCAA ancillary activities and to enjoy the sights and sounds of beautiful Houston. This is the third year of our center-court seating configuration, which will allow more than 76,000 fans to watch the national semifinals and championship games. This will set a new all-time attendance record.

We are pleased to continue giving students from the four participating institutions the opportunity to purchase affordable seats on the floor, behind the baskets, to cheer for their teams. Their enthusiasm will add even more excitement to an already great environment. It promises to be a special weekend for all involved. Be safe and enjoy the games!



Gene Smith

Highlighting Champion



At AT&T, we have a history of supporting the communities where our families live, work, play and learn. Since 2005, we've presented the Naismith Trophy, the most prestigious national college basketball award, to the men's and women's players of the year. To support student-athletes, we became a Corporate Champion of the NCAA in 2002. We're committed to connecting college basketball fans to the big game, wherever they may be, through our network services and work with the NCAA Corporate Champion and Corporate Partner Program. The program, first introduced in 1984, is dedicated to excellence and committed to developing marketing and promotional activities surrounding NCAA championships. For more information on AT&T and our initiatives, please visit www.att.com/sponsorships.

FINAL FOUR® SCHEDULE OF EVENTS

FRIDAY'S SCHEDULE:

Key: **Bracket Town (BT)**; **Reliant Stadium (RS)**; **Big Dance (BD)**

10 a.m.	Basketball Clinic, Hoops Training Court (BT)
10:30 a.m.	Reese's College All-Star Shoot Around, Buick Center Court (BT)
10:30 a.m.	KHOU Animal Show, KHOU Kids Zone (BT)
11 a.m. - 4 p.m.	Tip-Off Tailgate presented by Infiniti (RS - Blue Lot)
11 a.m.	Final Four Challenge, Capital One Fan Zone (BT)
11 a.m.	Basketball Drills, Hoops Training Court (BT)
11:15 a.m.	The Hartford/ US Paralympic Wheelchair Basketball Exhibition (RS)
11:30 a.m.	KHOU Animal Show, KHOU Kids Zone (BT)
Noon	Open Practice - VCU Rams at (RS)
12:10 p.m.	Sports Trivia Bowl, Capital One Fan Zone (BT)
12:30 p.m.	KHOU Animal Show, KHOU Kids Zone (BT)
1 p.m.	Open Practice - Kentucky Wildcats (RS)
1 p.m.	Powerade NCAA Youth Clinic, Hoops Training Court (BT)
1 p.m.	Coaches Autograph Session, AT&T Exhibit (BT)
1:20 p.m.	Final Four Challenge, Capital One Fan Zone (BT)
1:30 p.m.	KHOU Animal Show, KHOU Kids Zone (BT)
2 p.m.	Autograph Session - Lute Olson, Coke Zero (BT)
2 p.m.	Autograph Session - Desmond Howard, Dove / Suave For Men (BT)
2 p.m.	Coaches Autograph Session, AT&T Exhibit (BT)
2:10	Open Practice - Butler Bulldogs (RS)
2:30 p.m.	Powerade NCAA Youth Clinic, Hoops Training Court (BT)
2:30 p.m.	Coaches Autograph Session, AT&T Exhibit (BT)
2:30 p.m.	KHOU Animal Show, KHOU Kids Zone (BT)
2:40 p.m.	Sports Trivia Bowl, Capital One Fan Zone (BT)
3 p.m.	Powerade 3v3 Tournament, Coke Zero Exhibit (BT)
3:10	Open Practice - Connecticut Huskies (RS)
3:30 p.m.	KHOU Animal Show, KHOU Kids Zone (BT)
4 - 10:30 p.m.	AT&T Block Party (BD)
4 p.m.	Powerade NCAA Youth Clinic, Buick Center Court (BT)
4 p.m.	Autograph Session - Jim Harrick, Coke Zero (BT)
4 p.m.	Coaches Autograph Session, AT&T Exhibit (BT)
4 p.m.	Basketball Drills, Hoops Training Court (BT)
4:30 p.m.	KHOU Animal Show, KHOU Kids Zone (BT)
4:30 p.m.	Reese's College All-Star Game (RS)
4:40 p.m.	Final Four Challenge, Capital One Bowl (BT)
4:45 p.m.	AT&T Block Party - Los Skarnales (BD)
5 p.m.	Basketball Clinic, Hoops Training Court (BT)
5 p.m.	Hugh Durham/Gene Keady Q&A, Dove / Suave Men (BT)
5:30 p.m.	Players in Progress, Buick Center Court (BT)
5:30 p.m.	Coaches Autograph Session, AT&T Exhibit (BT)
5:30 p.m.	KHOU Animal Show, KHOU Kids Zone (BT)
6 p.m.	Sports Trivia Bowl, Capital One Fan Zone (BT)
6 p.m.	Autograph Session - Antonio Gates, Dove / Suave For Men (BT)
6 p.m.	Basketball Drills, Hoops Training Court (BT)
6 p.m.	Capital One Relay Challenge, Buick Center Court (BT)
6:15 p.m.	AT&T Block Party - Naismith Preview Show (BD)
7 p.m.	Basketball Clinic, Hoops Training Court (BT)
7 p.m.	AT&T Block Party - The Hold Steady (BD)
9 p.m.	AT&T Block Party - SUBLIME WITH ROME - Headliner (BD)

THE HARTFORD/US PARALYMPIC WHEELCHAIR BASKETBALL EXHIBITION

Six members of the U.S. National Wheelchair Basketball team, including two members of the Women's two-time gold medal winning team, will exhibit the sport of Wheelchair Basketball preceding the Final Four open practices. These elite disabled Olympians will play a three-on-three game showcasing the skills that have made them the best players in the world. This event is sponsored by The Hartford, a proud corporate partner of the NCAA and the Founding Partner of U.S. Paralympics. Admission is free.



FINAL FOUR FRIDAY® TEAM PRACTICES

See the 2011 NCAA Final Four teams in action one last time before the big games take place. Final Four head coach interviews and other local entertainment will be sure to add to the excitement. Fans in attendance will be randomly selected to win national semifinal and championship game tickets throughout the day! Free Admission. Practice times are based on team seeding:

Noon - 12:50 p.m. — VCU Rams
1 - 1:50 p.m. — Kentucky Wildcats
2:10 - 3 p.m. — Butler Bulldogs
3:10 - 4 p.m. — Connecticut Huskies

BRACKET TOWN

REFRESHED BY COCA-COLA ZERO

Admission is \$10 (ages 12 and over) \$6 (ages 3 -11, college students*, senior citizens (55 and older), and military*) Free (ages 2 and under) *Appropriate ID required. Come play with the best at Bracket Town refreshed by Coca-Cola Zero — the ultimate fan experience. Fans of all ages can test their skills and enjoy championship action with basketball competitions, clinics, performances, autograph sessions and photo ops, the latest in interactive games and demonstrations, prizes and more. Everyone's a champion at Bracket Town. Hours are 10 a.m. to 8 p.m.



REESE'S® COLLEGE ALL-STAR GAME

The Reese's College All-Star Game features two teams comprised of the top collegiate senior student-athletes in the country. For the third year, the game will be played in the Final Four venue and will provide Texas residents and other NCAA basketball fans the chance to see many of the best college basketball players perform in action for free! Admission is free.



TIP-OFF TAILGATE PRESENTED BY INFINITI®

Join us today at Reliant Stadium. The Tip-Off Tailgate presented by Infiniti is a new pregame addition to Final Four Weekend festivities, and will feature live music, food and beverages (for purchase) and sport interactives.



What is iHoops?

iHoops is a partnership between the NCAA and the NBA designed to enhance the quality of youth basketball in the United States. By influencing youth basketball's structure and mission, iHoops hopes to increase participation and to improve the athletic, educational and social experiences of young players. The NCAA-NBA connection provides tremendous credibility, visibility and access to the game's stakeholders. iHoops.com is the premier online resource for youth basketball.



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NCAA marks first year with Turner, CBS

The 2011 NCAA Division I Men's Basketball Championship marks the first year of a new 14-year multimedia agreement between the NCAA, Turner Sports and CBS. The agreement grants Turner Sports and CBS the exclusive broadcast and digital rights to all 67 games of the tournament.

For the first time in tournament history, all 67 games were broadcast nationally. The four different networks airing the games, TBS, CBS, TNT and truTV, allowed NCAA basketball fans to pick which game they wanted to watch. Since 1994, CBS had been regionalizing coverage and taking viewers to the most compelling game at any given time.

The viewership numbers support the change. Through the first two weeks of the tournament, TBS, CBS, TNT and truTV have combined to average over 9.4 million

viewers per game, an 11-percent increase from 2010. In addition, over 99 million viewers have watched at least six minutes of coverage from the tournament, a 10-year high through the first two weeks.

Turner Sports and CBS have also seen an increase of usage in the online and mobile versions of NCAA March Madness on Demand (MMOD). MMOD allows users to watch the games at no charge online via broadband or mobile on an iPad, iPhone and iPod Touch. Combined, the four destinations have totaled over 41 million visits, a 60-percent increase from 2010.

The 2011 Men's Final Four will be broadcast on CBS, with truTV providing pregame and postgame coverage. All three games will also be available for free via the NCAA March Madness on Demand broadband and mobile products.

NCAA Messaging DonorsChoose

What is DonorsChoose?

DonorsChoose is a unique and innovative outreach effort in which primary, middle school and secondary school teachers enter their fundraising needs online at www.donorschoose.org and allow prospective donors to select where to contribute. Once projects are funded, donors receive photos of the project taking place, a thank-you letter from the teacher and a cost report showing how each dollar was spent.

Why is the NCAA lending their support?

The commitment to support DonorsChoose continues the NCAA's interest in a nationally coordinated philanthropic effort, while also aligning with the Association's educational mission and desire to benefit communities. Since its creation in 2003, DonorsChoose has helped fund more than 185,000 projects to benefit more than 4.5 million students.

What exactly is the NCAA doing to promote this initiative?

The NCAA is calling its campaign to support the initiative "Fund the Future." It includes public service announcements developed by the same firm that produces the Association's branding campaign ("going pro in something other than sports").

Is the NCAA requiring other schools to donate as well?

The NCAA believes that providing a platform of a national outreach fosters a feeling of ownership among NCAA members and creates collective awareness that benefits the cause. It also helps develop an underlying emotional connection within the local host community where the NCAA has championships.

Quote from

NCAA President Mark Emmert:

"DonorsChoose is a perfect fit for the NCAA's community-engagement effort because the cause is directly associated with our educational mission," said NCAA President Mark Emmert. "What better way to advocate for future NCAA student-athletes than by addressing student educational needs at the pre-college level."



Mark Emmert



Lynn University sports management students Tom Rausch, Jaco Fio and Logan Belz, with help from their mascot "Little Big LU" — plant a tree at Finnigan Park as part of the NCAA 68 Courts Project in Houston.

Photo by Lynn University

NCAA, NABC and Samaritan's Feet to distribute 2,011 pairs of shoes

The NCAA, select National Association of Basketball Coaches (NABC) members and Samaritan's Feet have joined together during Final Four week to distribute 2,011 pairs of shoes to kids in need in Houston. Samaritan's Feet, based in Charlotte, N.C., is a humanitarian relief organization that provides shoes to children around the world. Their goal is to provide 10 million pairs of shoes for 10 million impoverished people in 10 years. To date, nearly 2.5 million pairs of shoes for children around the world have been collected. Samaritan's Feet, based in Charlotte, North Carolina, is a humanitarian non-profit relief organization dedicated to taking a life-changing message of hope and equipping the feet of impoverished children in the United States and around the world with shoes. Visit www.samaritansfeet.org.

Community Event Highlight — 68 Courts in 68 Days

The 68 Courts in 68 Days program will update outdoor and indoor basketball courts in areas throughout the Greater Houston community where there is a need. The purpose of the 68 Courts in 68 Days program is to provide cleaner and safer basketball courts for youth and families within the Greater Houston community by providing new backboards, rims, fresh paint and/or sports equipment, etc. The culmination of the program will be the completion of the NCAA and Tyler Ugolyn Court at the MD Anderson YMCA.

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FOR MORE INFORMATION

about all there is to do and see during
the 2011 NCAA Men's Final Four,
go to the **Official Mobile Fan Guide**
www.finalfourmobile.com

FOR FINAL FOUR INFORMATION: www.NCAA.com/finalfour
and **FAN TIPS (HOTLINE)** — 713/375-4951

FAN GATHERING RESTAURANTS DOWNTOWN/MIDTOWN HOSPITALITY ZONE FAN GATHERING RESTAURANTS:

East Regional	Christian's Tailgate Bar & Grill - KENTUCKY
West Regional	Sushi Raku - CONNECTICUT
Southeast Regional	Front Porch Pub - BUTLER
Southwest Regional	The Sam Bar & *17 Restaurant @ The Alden Hotel - VCU

GALLERIA HOSPITALITY ZONE FAN GATHERING RESTAURANTS:

East Regional:	Chili's Galleria - KENTUCKY
West Regional	Texadelphia - CONNECTICUT
Southeast Regional	Maggiano's Little Italy - BUTLER
Southwest Regional	Gigi's Asian Bistro & Dumpling Bar - VCU

WASHINGTON AVENUE HOSPITALITY ZONE FAN GATHERING RESTAURANTS:

East Regional	Sawyer Park - KENTUCKY
West Regional	Cadillac Bar - CONNECTICUT
Southeast Regional	360 Sports Lounge - BUTLER
Southwest Regional	Porch Swing Pub - VCU

Description: Restaurants from around Houston and in Houston's Hospitality Zones will adopt fans from each of the Final Four teams during the championship week in Houston. Make these establishments your headquarters to meet old friends, new friends and fellow alumni. These establishments will be a prime gathering location throughout the week. See you there!

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www.facebook.com/NCAAMarchMadness

facebook

Follow NCAA Men's Basketball on Twitter —
<http://twitter.com/marchmadness>

twitter

OFFICIAL NCAA FAN2FAN TICKET EXCHANGE

The 2011 NCAA Division I Men's Basketball Championship Fan2Fan Ticket Exchange is where fans can safely and securely buy tickets to the 2011 NCAA Men's Final Four. This is the only Fan2Fan Ticket Exchange fully sanctioned and authorized by the NCAA®. Visit www.NCAA.com/fan2fan for more information.

OFFICIAL NCAA TEAM FAN SHOP LOCATIONS

If you are looking for official NCAA merchandise, here are places to visit: **Holiday Inn South Loop** (Next to Reliant Stadium), **Crowne Plaza Houston** (Reliant Park), **Hyatt Regency Houston** (Downtown), **Hilton Americas** (Downtown), **OMNI Houston** (Galleria), **Doubletree Suites Houston** (Galleria), **JW Marriott Houston** (Galleria), **Westin Galleria Houston**, **Westin Oaks** (Galleria), **Hilton Post Oak** (Galleria), **Sheraton Suites Houston** (Galleria), **Hotel Derek** (Galleria), **Intercontinental Houston** (Galleria), **Marriott West Loop** (Galleria) and **Bracket Town**.

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partner of the NCAA®.
Standard messaging rates may apply.
Text STOP to quit.



AND THEN THERE WERE FOUR.®

THREE. TWO. ONE.

By supporting the NCAA® Corporate Champions and Corporate Partners, you help provide exciting opportunities for student-athletes and fans from coast to coast.



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