



**2009 NCAA® Final Four® Ancillary Events and Community Initiatives
Detroit, Michigan
(All times are subject to change; all times are local, Eastern Standard Time)**

Final Four Initiatives

NCAA Middle School Madness™

Locations: Selected Detroit Schools

Description: Middle School Madness provides a collection of resources and activities designed to link classroom learning for sixth- through eighth-grade students with the NCAA Men's Final Four. Through the Middle School Madness program, the NCAA's goal is to use this high-profile championship as a catalyst to encourage boys and girls to learn from the achievements, actions and positive examples set by this outstanding group of male student-athletes.

NCAA® Final Four® Legacy Program

Locations: Brightmoor, Southwest, Osborn, Northend

Description: The NCAA and the Detroit Local Organizing Committee (DLOC) have teamed with United Way for Southeastern Michigan to bring Detroit the first true legacy program to be associated with the Men's Final Four. The partnership will provide funding and support to establish four early learning and literacy centers in the Detroit community by 2010.

The Early Learning Communities are designed to enhance school readiness for young children through regional centers and neighborhood hubs throughout the Detroit area. These centers will focus on promoting early childhood reading; positive family, friend and neighbor-child relationships; and child development through training and access to literary materials for young children beginning from ages 0-5 and their caregivers.

For more information or to make a donation go to: <https://donate.liveunitedsem.org/page/contribute/elc>.

NCAA® Final Four® Early Learning Centers Book Drive

Locations: Final Four Friday®, Hoop City® refreshed by Coca-Cola®, the Road to the Final Four® 5K Run/Walk, the Final Four Dribble® and The Big Dance®

Description: The NCAA and DLOC will request book donations during all of the events surrounding the Final Four, specifically Final Four Friday®, Hoop City® refreshed by Coca-Cola®, the Road to the Final Four® 5K Run/Walk, the Final Four Dribble® and The Big Dance® to support the efforts of United Way's early learning and literacy centers in the Detroit community. For more information or to make a donation go to:
<https://donate.liveunitedsem.org/page/contribute/elc>.

NCAA® Detroit Local Organizing Committee "Game of Change" Initiative

Locations: Detroit High Schools and Universities

Description: Local high schools and colleges in the Detroit metro area will be encouraged to view the NCAA's "Game of Change" documentary, which features the story of two teams playing in a 1963 NCAA basketball tournament game in East Lansing, Michigan – a game that literally changed the fabric of American society. Combined with a guide for small group discussions, the effort will emphasize having positive discussion regarding race relations and developing action items that youth (and the greater community) can take to improve race relations in society. Detroit's local CBS television station WWJ-TV will air the "Game of Change" on February 22 as part of the DLOC initiative. On March 20, University of Detroit Mercy will host a community viewing featuring a diverse panel of Detroiters speaking on their experiences related to race relations.

NCAA® Final Four Food Recovery Program

Description: The DLOC will conduct a Food Recovery Program in conjunction with the 2009 Men's Final Four. This program will allow the NCAA and its key constituents an opportunity to give back to the Detroit homeless community by redirecting leftover food from hospitality events held during the Final Four weekend to local charities, homeless shelters, etc.

NCAA® and Wilson Uniform Donation

Description: The 2009 Men's and Women's Final Four® Host Cities will receive basketball uniforms to be donated to local youth organizations. The NCAA and Wilson Sporting Goods Co., the official basketball of the NCAA, will donate 13,000 adult and youth basketball uniforms for adult and youth (men's and women's) programs in Detroit and St. Louis. The NCAA will select the local organizations in each city and the Local Organizing Committee's will help Wilson distribute the uniforms.

Hours: 4 - 6 p.m.

Description: The NCAA and CBS have teamed to volunteer time at the Capuchin Soup Kitchen to serve meals to the less fortunate and tutor approximately 30 kids with their homework.

Thursday, April 2

The Hartford Playbook for Life

Location: University of Detroit Mercy

Hours: 4 - 6 p.m.

Description:

The sports spotlight may be on the road to the NCAA Final Four, but student and student-athletes at the University of Detroit Mercy will be focused on how to get a jump start on their financial future, as the award-winning Playbook for Life education program visits campus. "Team Hartford" – a group of former student-athletes who have achieved success both in and out of sports – will coach students with real world personal finance lessons and encourage them to create a game plan to score beyond the college arena. The program was developed by The Hartford as part of the company's philanthropic focus on education and its corporate partnership with the NCAA. This event will take place on April 2nd from 4:30 - 5:30 p.m. in the Student Union Ballroom and will feature legendary college basketball analyst and author, Dick Vitale, and Bill Zimmerman, a Retirement and Wealth Management Consultant for The Hartford. Visit our www.playbook.thehartford.com for more information."

NCAA® NABC and Samaritan's Feet

Location: Coleman A. Young Community Center

Hours: 3 - 5 p.m.

Description: The NCAA, selected National Association Basketball Coaches' and Samaritan's Feet have teamed to distribute 500 to 1,000 pairs of shoes to kids in need in the Detroit community. Samaritan's Feet is a humanitarian relief organization that puts shoes on kids feet all 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, NC, 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 US and around the world with shoes. (www.samaritansfeet.org).

USBWA Sportswriting Workshop

Location: University of Detroit Mercy

Hours: 9 a.m. to 11 a.m.

Description: The U. S. Basketball Writers Association is teaming up with the NCAA on a sportswriting workshop for high school and college students during this year's NCAA Final Four in Detroit. Approximately 100 students are expected to attend the workshop, which will be held Thursday (April 2) from 9 a.m. to 11 a.m. on the University of Detroit-Mercy campus. Members of the USBWA will serve on a panel to talk about their experiences and careers as sports writers and answer questions about the sports journalism profession.

Friday, April 3

NCAA® Hoop City® refreshed by Coca-Cola®

Location: Cobo Center

Admission: \$8 (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.

Tickets may be purchased in advance at participating area Meijer stores or on the day of the event at Cobo Center. For more information visit www.NCAA.com/hoopcivity.

Hours: Noon - 8 p.m.

Description: Follow the bouncing ball to Hoop City - the ultimate NCAA Basketball® experience. At Hoop City, fans of all ages can run, jump, shoot and play until the final buzzer! When we say there's something for everybody, we really mean it. There's basketball competitions, clinics, performances, photo ops, prizes, the chance to experience other NCAA® sports, autograph sessions, surprise appearances and so much more. Please visit www.NCAA.com/finalfour for more information.

Final Four Friday® - Team Practices

Location: Ford Field

Admission: Free

Hours: Noon - 4 p.m. (Gates open at 11 a.m.)

Description: Come watch the student-athletes from the 2009 NCAA® Final Four® teams in their final practice before the national semifinal games. For the first time ever, enjoy the opportunity to hear from each head coach of the participating Final Four teams after the practice session is completed. Fan in attendance will be randomly selected to win national semifinal and championship game tickets throughout the day! Practice times are based on team seeding:

Noon - 12:50 p.m. Game No. 1 Lower Seed

1 - 1:50 p.m. Game No. 2 Lower Seed

2:10 - 3 p.m. Game No. 1 Higher Seed

3:10 - 4 p.m. Game No. 2 Higher Seed

The Hershey's® College All-Star Game

Location: Ford Field

Admission: Free

Hours: 4 p.m. Pregame festivities

4:35 p.m. Tip-off

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

AT&T® Block Party (at The Big Dance®)

Location: The Detroit Riverfront (Just east of the Renaissance Center)
Admission: Free
Hours: 11 a.m - 10:30 p.m.
Description: An evening of live music, food and festivities brought to you by AT&T.

Final Four® Fan Gathering Restaurants

Locations: East Regional Bookies Bar and Grill
Midwest Regional Cheli's Chili Café
South Regional Detroit Beer Co.
West Regional Hockeytown Café

Description: Downtown restaurants will adopt fans from each of the Final Four teams during the championship week in Detroit. Make this establishment your headquarters to meet old friends, new friends and fellow alumni. These establishments will be the main gathering locations throughout the week. See you there!

NCAA Final Four® Sports Career & Sports Expo

Locations: Wayne State University, Community Arts Center Auditorium
Admission: Free
Hours: 10:00 a.m. - 2 p.m.
Description: The NCAA Men's Final Four Sports Career & College Expo will enlist professionals from all aspects of the sports industry to inform, educate and enlighten high school and college students on athletics and non-athletics sports career options in addition to giving them an opportunity to meet with college representatives.

Saturday, April 4

The Road to the Final Four® 5K Run/Walk

Location: Cobo Center (Registration in Michigan Hall; Start-Finish line at Washington/Jefferson)
Admission: Race Fees: \$20 (If postmarked /registered before March 28, 2009; \$25 thereafter and the day of the race.)
Hours: 7:00 a.m. Registration
8:30 a.m. Start Time
Description: Enjoy a course along Detroit's riverfront. Entry fee includes a long-sleeved Nike t-shirt for the first 1,000 runners, and free admission to Hoop City®, refreshed by Coca-Cola®, and a chance to win 2009 NCAA® Men's Final Four® tickets for all runners. Register on-line at www.NCAA.com/finalfour.

YES® Clinics hydrated by vitaminwater® revive

Location: Joe Dumars Fieldhouse (Shelby Township), Renaissance High School (Detroit), Western International High School (Detroit)
Admission: Free admission. (Participants must be between 10-16 years of age [boys and girls] and pre-registered).
Hours: 8 a.m. - Noon
Description: The Youth Education through Sports (YES) Program is the NCAA's premiere outreach to youth across the country. Kids (ages 10 through 16) will have the opportunity to receive sport skill instruction from NCAA coaches and student-athletes; gain conditioning tips to improve their athletic performance; as well as learn life skills and sportsmanship which are helpful in becoming a successful student-athlete. The clinics include sessions for parents and guardians to discuss issues of sportsmanship, wellness, injury prevention, NCAA academic and athletic requirements, and "life as a NCAA student-athlete". For more information, please visit www.NCAA.com/finalfour.

NCAA® Hoop City® refreshed by Coca-Cola®

Location: Cobo Center
Admission: \$8 (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.
Tickets may be purchased in advance at participating area Meijer stores or on the day of the event at Cobo Center. For more information visit www.NCAA.com/hoopcitiy.
Hours: 10 a.m. - 6 p.m.
Description: Follow the bouncing ball to Hoop City - the ultimate NCAA Basketball® experience. At Hoop City, fans of all ages can run, jump, shoot and play until the final buzzer! When we say there's something for everybody, we really mean it. There's basketball competitions, clinics, performances, photo ops, prizes, the chance to experience other NCAA® sports, autograph sessions, surprise appearances and so much more. Please visit www.NCAA.com/finalfour for more information.

Big Dance® Saturday

Location: The Detroit Riverfront (Just east of the Renaissance Center)
Admission: Free
Hours: 11 a.m. - 8 p.m.
Description: An afternoon of live music, food and festivities.

State Farm Coaches All-American Team Introduction

Location: NCAA® Hoop City® (Cobo Center)
Admission: Hoop City Admission \$8 (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.
Hours: 11 a.m. - 12:30 p.m.
Description: The All-American team will take center court for introduction and autographs.

Final Four® Fan Gathering Restaurants

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South Regional Detroit Beer Co.
West Regional Hockeytown Café

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National Semifinals

Location: Ford Field

Admission: Sold out. Seating capacity is approximately 71,000.

Hours: Gates open at 4 p.m. Tip-off for the first game is approximately 6:07 p.m. The second semifinal game will take place approximately 40 minutes after the conclusion of the first game.

Description: The NCAA Division I Men's Basketball Championship is held each spring featuring 65 college basketball teams in the United States. The 20-day tournament, commonly referred to as March Madness®, has become one of the country's most prominent sporting events. The tournament, whose field includes regional conference champions and other top teams, is staged in a single elimination format. Since its 1939 inception, it has built a legacy that includes dynasty teams and dramatic underdog stories.

Sunday, April 5

NCAA® Final Four® Dribble

Location: Start : Brush and Adams Street Intersection, Downtown Detroit
Finish: Cobo Center (NCAA® Hoop City®)

Admission: Free to the first 4,000 participants to register. Please visit www.NCAA.com/finalfour to pre-register.

Hours: 2 p.m. start (11:30 a.m. registration)

Description: Basketball fans, under the age of 18, will have the opportunity to dribble from Ford Field to the entrance of NCAA® Hoop City® at Cobo Center. Participants will receive a free basketball and t-shirt courtesy of the NCAA and Wilson Sporting Goods. Participants wearing the Final Four Dribble t-shirt will also receive free admission to NCAA® Hoop City® on event day. For more information please visit www.NCAA.com/finalfour

NCAA® Hoop City® refreshed by Coca-Cola®

Location: Cobo Center

Admission: \$8 (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.

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Hours: Noon - 8 p.m.

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My Coke Fest™ (at The Big Dance®)

Location: The Detroit Riverfront (Just east of the Renaissance Center)

Admission: Free

Hours: 11 a.m - 8:30 p.m.

Description: An afternoon of live music, food and festivities brought to you by Coca-Cola.

NCAA® Diversity and Inclusion "Game of Change" Showcase and Reception

Location: Charles H. Wright Museum of African American History

Admission: Invitation Only

Hours: 3 - 5 p.m. Reception immediately following

Description: The NCAA's Diversity and Inclusion staff will acknowledge local educators in Metro Detroit (administrators, teachers and students) who used the "Game of Change" video and newly developed curriculum as a model in the spring of 2009 to educate the local Detroit community about the NCAA and to encourage positive discussions on race relationships.

The event will showcase an edited version of "Game of Change" and feature a panel including Bill Russell, Dr. Harry Edwards and other former well-known local and national NCAA basketball student-athletes and educational experts who will discuss the enormous positive effects that came as a result of the integration of NCAA basketball.

NCAA® and the Tyler Ugolyn Foundation

Location: The Boll Family YMCA Gymnasium

Hours: 11 a.m.

Description: The NCAA, the Tyler Ugolyn Foundation, the Naismith Memorial Basketball Hall of Fame and the national YMCA of the United States have teamed to add a number of improvements to an existing YMCA gymnasium basketball court during the Final Four. On Sunday April 5th at 11:00 A.M., the Tyler Ugolyn Foundation will dedicate a "TYLER'S COURT" in Detroit at the Boll Family YMCA Gymnasium. The Tyler Ugolyn Foundation was founded in memory of Tyler Ugolyn, an outstanding NCAA student-athlete at Columbia University, mentor and friend who shared a lifelong love of Basketball with the world prior to his tragic passing on September 11, 2001. The Foundation is committed to providing support to youth basketball, with an emphasis on court refurbishment, skills clinics and financial support for character-building educational programs aimed at children in urban settings.

The Naismith Memorial Basketball Hall of Fame will conduct a youth basketball clinic in conjunction with the Court Dedication Ceremony. www.tylerugolyn.com

Monday, April 6

NCAA® Hoop City® refreshed by Coca-Cola®

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Admission: \$8 (ages 12 and over)

\$6 (ages 3-11, college students*, senior citizens (55 and older), and military*)

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National Championship

Location: Ford Field

Admission: Sold out. Seating capacity is approximately 71,000.

Hours: Tip-off is approximately 9:21 p.m. Gates open at 7 p.m.

Description: This is the game everyone has waited for. The top two teams in the nation will play each other for the most coveted title in all collegiate sports - National Champions!

NCAA/NABC Coaches Trophy Presentation

Location: TBD

Admission: Free

Hours: Approximately Midnight

Description: Winning coach and student-athletes will be presented with the NABC championship trophy in a pep rally setting for all fans to enjoy.

Visit NCAA.com/finalfour for more information