



FACT SHEET: NCAA® Final Four® Wrap-up News Conference (Tuesday, April 7, 9 a.m.; Detroit Marriott Renaissance Center (Ambassador Ballroom, Salon 2, Level 3))

NCAA Men's Division I Basketball Records Set:

- Highest attended National Semifinal Games (72,456) in Final Four history (old record: 64,959)
- Highest attended National Championship Game (72,922) in Final Four history (old record: 64,959)
- Highest total Final Four attendance (145,378) ever (old record: 129,918)

2009 NCAA Men's Final Four® Ancillary Events:

Hoop City® Refreshed by Coca-Cola

- Record attendance of more than 75,000 at Cobo Center over four days, breaking the previous record of just over 62,000 set last year in San Antonio

Big Dance® (AT&T Block Party and My Coke Fest)

- Estimated 300,000 fans attended free concerts along the Riverfront over three days, breaking the previous record of 167,000 set over a four-day period

Final Four Friday®

- More than 32,000 fans attended the four teams' open practices and Hershey®'s College All-Star Game

Final Four Dribble®

- A record-breaking number of more than 4,000 youth participants, with additional parents and guardians, joining in dribbled from Comerica Park to Hoop City at Cobo Center

Road to the Final Four 5K Run/Walk®

- Record number of participants in the Road to the Final Four 5k Run/Walk (1,702), breaking the previous record of 950

Community Outreach Activities:

Volunteer Participation

- 1,467 trained volunteers ages 18-82
- Volunteers from six states and two countries
 - Indiana
 - New Jersey
 - Ohio
 - Oklahoma
 - Pennsylvania
 - Texas
 - Canada

Yes Clinics

- Registration numbers as of 4/2:
 - Renaissance High School: 380
 - Western International High School: 200
 - Joe Dumars Fieldhouse (Shelby Township): 154

Early Learning Centers

- Two centers opened with two more projected to open by 2010. These neighborhood hubs will provide training to 525 caregivers and impact 2,100 children

NCAA and The Tyler Ugolyn Foundation

- Court refurbishment (scoreboard and bleachers) at Boll Family YMCA Gymnasium through partnership with YMCA, Tyler Ugolyn Foundation and the Naismith Memorial Basketball Hall of Fame

Wilson Men's Final Four® Jersey Donation

- Wilson donated 11,000 youth basketball jerseys to area youth groups

Food Recovery Program in partnership with Forgotten Harvest

- Food recovered from 36 Final Four Events at 12 Venues
- Over 1,000 pounds of food (as of 4/6) recovered and donated to six recipient organizations:
 - Salvation Army
 - C.O.T.S
 - Neighborhood Service Organization
 - Detroit Rescue Mission
 - St. Patrick's Senior Center
 - Capuchin

Samaritan's Feet:

- Over 1,000 shoes donated to seven organizations:
 - Alternatives for Girls
 - The Children's Center
 - Christ Child Center
 - Covenant House
 - Boys Hope Girls Hope Detroit
 - Homes for Black Children
 - Orchards Family Services

United Way Book Donations

- Over 2,200 pre and early reader books donated
- Book donations were made at Big Dance, Hoop City, Final Four Friday, Road to the Final Four 5K Run/Walk and the Final Four Dribble, benefitting the Final Four Legacy Program administered by the United Way of Southeastern Michigan

Middle School Madness

- Over 500 entries from 10 schools
- Four winners (two essay, two poster winners)

Transportation

- Detroit People Mover: 70,932 rode the People Mover over Friday through Sunday.

-2-

About the NCAA - The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Coca-Cola and Pontiac—and the following elite companies as official Corporate Partners—Enterprise Rent-a-Car, The

Hartford, Hershey's, Lowe's, Sheraton, and State Farm. [The NCAA and Final Four are trademarks of the National Collegiate Athletic Association.]

About the 2009 NCAA® Men's Basketball Championship

The 2009 NCAA® Men's Basketball Championship will take place at Ford Field in Detroit from April 4-6. The tournament brings together the semifinalists of the

single

elimination tournament of the top 65 NCAA® Division I Men's Basketball teams in

the

country. The event is expected to create an economic impact of \$30 million to

\$50

million and attract more than 30,000 visitors to Detroit. For information, visit

www.ncaa.com/finalfour or call the Detroit Local Organizing committee at 313-

262-

2900.

NCAA and Final Four are trademarks of the National Collegiate Athletic Association

#

Source: Detroit Local Organizing Committee