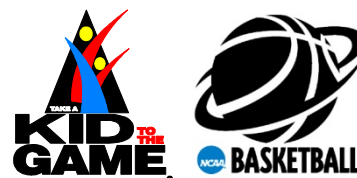


FOR IMMEDIATE RELEASE



MEDIA CONTACT:

Name
Sports Information Director or Marketing Director
Email
Phone number

“Take A Kid to the Game” (INSTITUTION) ANNOUNCES ANNUAL “TAKE A KID TO THE GAME” DAY PRESENTED TO (COMMUNITY)

Come support the (NICKNAME) at their men’s basketball game (DATE)

CITY, STATE (release date) – The **(INSTITUTION/CONFERENCE)** has set a date for its annual NCAA® Men’s Basketball Take A Kid to the Game® day for **(DATE)**, where they will host the **(OPPONENT)** at **(TIME)** in **(ARENA/STADIUM)**. Area youth **(AGES & UNDER)** are invited to attend this special event and receive a free **(OR DISCOUNTED)** ticket with the purchase of a full-priced adult ticket. Youth will have the opportunity to experience the college game-day atmosphere and some exciting action as they watch the **(NICKNAME)** compete for a win over the **(VISITING NICKNAME)**.

(INSTITUTION/CONFERENCE) is hosting one of more than 700 games that will be played across the nation as part of the Take A Kid to the Game (TAKG) program in its 13th season. The project is a grass roots initiative that attracts the nation’s youth and encourages adults to take kids to area college basketball games.

“We are thrilled to invite area youth to our campus and have them help as we cheer on the **(NICKNAME)** to victory. It is our hope that adults in the community will bring their children out to experience a collegiate athletic event at **(INSTITUTION)**,” said **(NAME)**, **(TITLE)** at **(INSTITUTION/CONFERENCE)**. “We’re expecting a crowd to take part in the intense basketball action at our men’s game!”

Tickets for this special game, which become available the week of the game, can be purchased at the **(INSTITUTION/CONFERENCE)** ticket office. For more information, contact **(INSTITUTION/CONFERENCE PHONE OR WEB ADDRESS/PHYSICAL ADDRESS)**.

NCAA Basketball® is a national sponsor of the Take A Kid to the Game program. To learn about other NCAA Men’s Basketball initiatives, please visit <http://www.ncaa.org/wps/ncaa?ContentID=34504> for more information.

TAKG is a grassroots marketing campaign created by IMG College to encourage alumni and fans to take their kids out to stadiums and arenas to experience intercollegiate athletics.

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