



FOR IMMEDIATE RELEASE
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**PURCHASE YOUR ALL-SESSION TICKETS TO THE
2011 ATLANTIC 10 MEN'S BASKETBALL CHAMPIONSHIP NOW!**

**TICKETS ON SALE JUNE 12;
SAVE 15% ON SELECT TICKETS THROUGH JUNE 30**

A-10 Tickets make great Father's Day and Grad Gifts!

ATLANTIC CITY, N.J. – College hoops fans can take advantage of early summer savings when all-session tickets for the 2011 Atlantic 10 Men's Basketball Championship go on sale to the public **at Noon on Saturday, June 12**. For the fifth consecutive year, Atlantic City's Boardwalk Hall will play host to another three-day weekend of March Madness Atlantic City style - March 11-13 - and fans can save 15% on select Silver and Bronze all-session tickets through Wednesday, June 30. Regular ticket prices are \$200 for gold, \$100 for silver, and \$75 for bronze. With the 15% discount, select silver and bronze tickets are \$85 and \$63, and can be purchased at the Boardwalk Hall Box Office, all Ticketmaster locations, by calling 800-736-1420 or by visiting www.ticketmaster.com. (Note: some convenience fees may be applicable). Patrons interested in group sales or who wish to reserve seats in specific school sections should call 609-348-7021.

The new three-day weekend format introduced in 2010 proved popular with the city's visitors, sports fans, A-10 alums and student-athletes. Attendance for each of the four sessions increased significantly from 2009 and attendees were treated to an exciting tournament. Fran Dunphy and his Temple Owls made it a three-peat with their 56 – 52 victory over the Richmond Spiders in a game televised live by CBS on Selection Sunday. Temple became the first A-10 program to win three consecutive titles since Massachusetts won five straight from 1992 – 1996. Additionally, Richmond and Xavier advanced to the NCAA, marking the 16th time in Conference history and seventh since 2000 that multiple A-10 teams earned at-large bids to the NCAA Tournament. The Championship, first contested in Atlantic City in 2007, is presented by the Atlantic City Convention & Visitors Authority (ACCVA).

“The increase in attendance for 2010's championship shows that the new three-day format and the Atlantic City location are a hit with fans and visitors alike,” said Jeff Vasser, president of the Atlantic City Convention & Visitors Authority. “We're keeping

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the momentum going and offering tickets now so everyone can put 2011's championship on their calendars."

The top 12 teams at the conclusion of the regular season will qualify for the Championship. First round games will be played on Tuesday, March 8, on the campuses of teams seeded #5, #6, #7, and #8. The setting for the 2011 Championship then shifts to Boardwalk Hall as the quarterfinal round commences at Noon on Friday, March 11. Tip-off times for Saturday's semifinal action and Sunday's championship game are scheduled for 1:00 pm.

The 2011 schedule is as follows:

First Round Tuesday, March 8 Played on campus sites	Semifinal Round Doubleheader Saturday, March 12 in A.C. Session 3: 1:00 p.m.
Quarterfinal Round Doubleheaders Friday, March 11 in A.C. Session1: 12 Noon · Session 2: 6:30 p.m.	Final Round Sunday, March 13 in A.C. Session 4: 1:00 p.m.

For more information about Boardwalk Hall or to download a map of the arena, visit www.boardwalkhall.com. To inquire about lodging, local transportation, recreation, dining and attractions please visit www.atlanticcitynj.com. Additional information about the Championship can be found at www.atlantic10.org. For those seeking room blocks during the A-10 Championship, assistance can be provided by calling the Atlantic City Convention & Visitors Authority at 1-888-ACVISIT.

The Atlantic 10 tied a league record with eight teams advancing to postseason play in 2009-10. After amassing 135 victories in non-conference play - the highest total in the league's 34-year history - the Atlantic 10 was the sixth-ranked conference in the final RPI ratings of 2009-10, equaling the league's highest finish since 1993-94. Ten student-athletes who were named the All-Conference team a year ago are scheduled to return, including first-team selections Lavoy Allen (TU), Kevin Anderson (UR), Damian Saunders (DUQ) and Chris Wright (UD).

About the Atlantic City Convention & Visitors Authority (ACCV)

The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall. The Authority is the first in New Jersey to achieve Destination Marketing Accreditation by the Destination Marketing Association International. The Authority is among an elite group of 47 accredited convention and visitor bureaus throughout the United States. For complete Atlantic City information, visit www.atlanticcitynj.com. Also follow us on Facebook at www.facebook.com/AtlanticCityNJ.

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2011 A-10 Men's Basketball Championship

About Historic Boardwalk Hall

Historic Boardwalk Hall, which first opened in 1929, underwent a three year, \$90 million renovation to transform the building into a modern special events arena capable of variable seating for up to 14,770 people. Listed on the National Register of Historic Landmarks, Boardwalk Hall's renovation produced a glimpse into the dramatic and original Roman Renaissance style, while providing a 21st century experience in terms of comfort and amenities. Upon it's reopening in 2001, it has been recognized as the destination's premier entertainment venue, known for high profile concerts, family shows, and sporting events. SMG manages the Atlantic City Convention Center and Boardwalk Hall on behalf of its client, the Atlantic City Convention & Visitors Authority. Visit us at www.boardwalkhall.com for more information.

About The Atlantic 10

The Atlantic 10 Conference was formed in 1976, is currently comprised of 14 member institutions and sponsors 21 championship sports. The mission and goal of the Atlantic 10 is to preserve, protect, and enhance the academic and athletic excellence of our members. The conference is committed to upholding the highest ethical standards and providing equitable championship experiences for more than 6,000 student-athletes, coaches, and support staff. Approaching the 35th anniversary in 2010-11, as a Division I Conference, we salute the outstanding members and leaders that have helped build the foundation of the Atlantic 10. The member institutions of the Atlantic 10 are the University of Dayton, Duquesne University, Fordham University, The George Washington University, La Salle University, University of Massachusetts, University of North Carolina at Charlotte, University of Rhode Island, University of Richmond, St. Bonaventure University, Saint Joseph's University, Saint Louis University, Temple University, and Xavier University.