



FOR IMMEDIATE RELEASE  
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## NET SOME GREAT DEALS AT THE 2010 A-10 MEN'S BASKETBALL CHAMPIONSHIP MARCH 12-14 AT BOARDWALK HALL

**PEPSI FANZONE presented by THE NIKE STORE AT ATLANTIC CITY OUTLETS  
THE WALK RETURNS FRIDAY EVENING THROUGH SUNDAY**

ATLANTIC CITY, N.J – Get turned on to March Madness Atlantic City style when the Atlantic 10 Men's Basketball Championship hits the boards hard March 12 through 14. Single session tickets go on sale Monday, February 15 at 12:00 noon, and great seats start at just \$25 for **Bronze**, \$30 for **Silver**, and \$55 for **Gold**. Tickets will be available at the Boardwalk Hall Box Office, all Ticketmaster locations, online at [www.ticketmaster.com](http://www.ticketmaster.com), or by phone at 800-736-1420. Doors open one hour before Friday and Saturday sessions and 90 minutes before Sunday's final game on March 14.

Fans of all ages will find sizzling offers during the three day weekend Championship. Below is a listing of all the offers currently available.

**Bring friends or family with Spirit Airlines Family 4-Packs!** For just \$79, fans can purchase a 4-Pack to any session during the Championship. The 4-Pack includes four game tickets, four hot dogs, four soft drinks and a chance to win round trip air transportation\* to any Spirit Airlines destination. Simply bring the voucher attached to the ticket to Guest Services, located off the Concourse near Portal K, and fill out an entry blank. Some restrictions apply; contest details can be found at [www.atlanticcitynj.com/collegehoops](http://www.atlanticcitynj.com/collegehoops). The winner will be contacted after March 14, 2010. 4-Packs are available through Ticketmaster or at the Box Office. \* some restrictions and taxes and fee may apply on international routes

**Buy One – Get One Free Nike Offer!** From March 1 through 13, spend \$75 or more at the Nike Factory Store at Atlantic City Outlets The Walk and receive a coupon for one free Silver or Bronze ticket to any Friday or Saturday session with the purchase of another ticket of equal or lesser value for the same session. Pick up your coupons at The Nike Factory Store.

**Students save with special pricing for student seats!** All students are eligible for specially priced student tickets. Several locations have been allocated for student seating during all sessions of the Championship. Tickets are just are \$15.00 for each session on Friday, and \$20.00 for the games on Saturday and Sunday. Students should present a valid ID at the box office to purchase one ticket per student.

**Atlantic City casino employees can enjoy a great game at a great price!** Casino employees are encouraged to take advantage of this Early Bird Special. Employees who present a current casino ID at

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the Boardwalk Hall Box Office can purchase up to four tickets to any session at a special rate. Please note that these tickets **must** be purchased prior to Monday, March 8 and that quantities are limited.

**Save with an offer from Pepsi!** Look over your next can of Pepsi in the South Jersey marketplace and you may see an exciting offer from Pepsi for the A-10 Men's Basketball Championship. With a special password provided on the can, customers can purchase one silver ticket and receive one free through Ticketmaster.com. This offer is available on-line only.

**Discounts rates are also available for groups of 10 or more.** Fans will save \$5 per ticket on any seat when booking a group of 10 people or more for any session. To book your group call 609-348-7021.

Please note that all special offers are based on ticket availability and cannot be combined at time of purchase.

**And beginning Friday night, the Pepsi FanZone presented by the Nike Factory Store at Atlantic City Outlets, The Walk returns!** The fan-friendly interactive entertainment area located in the Ballroom at Boardwalk Hall is packed with fun for the whole gang. Patrons can enjoy interactive games, face painting, sports memorabilia from BC Sports, food, drinks and more. FanZone opens one hour prior to sessions on Friday and Saturday, 90 minutes prior to Sunday's game and is free for all ticket holders.

**The 2010 A-10 Men's Basketball Championship schedule is as follows:**

<b>First Round</b> Tuesday, March 9 Played on campus sites	<b>Semifinal Round Doubleheader</b> Saturday, March 13 in A.C. Session 3: 1:00 p.m.
<b>Quarterfinal Round Doubleheaders</b> Friday, March 12 in A.C. Session1: 12 Noon · Session 2: 6:30 p.m.	<b>Final Round</b> Sunday, March 14 in A.C. Session 4: 1:00 p.m.

Visitors planning to stay in Atlantic City during the Championship can check out specially priced rooms available at Bally's Atlantic City by calling 1-888-426-9179 or visiting <https://www.harrahs.com/CheckGroupAvailability.do?propCode=BAC&groupCode=A102010>. A booking engine is also available on the home pages of [www.atlanticcitynj.com](http://www.atlanticcitynj.com) and [www.boardwalkhall.com](http://www.boardwalkhall.com).

The A-10 Conference consists of *Temple University who is the 2009 defending champion*, University of North Carolina at Charlotte, University of Dayton, Duquesne University, Fordham University, The George Washington University, La Salle University, University of Massachusetts, University of Rhode Island, University of Richmond, St. Bonaventure University, Saint Joseph's University, Saint Louis University, and Xavier University. This event is sponsored by the Atlantic City Convention & Visitors Authority.

**About the Atlantic City Convention & Visitors Authority**

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 destination marketing organization in New Jersey to achieve prestigious Destination Marketing Accreditation by the Destination Marketing Association International. For complete Atlantic City information, visit [www.atlanticcitynj.com](http://www.atlanticcitynj.com). Also follow us on Facebook at [www.facebook.com/AtlanticCityNJ](http://www.facebook.com/AtlanticCityNJ).

**About 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 its 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](http://www.boardwalkhall.com) for more information.

**About The Atlantic 10**

The Atlantic 10 Conference was formed in 1975, 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.