



2012 NCAA® Women's Final Four® Community Initiatives and Ancillary Events

Initiatives activated prior to and in conjunction with the 2012 Women's Final Four

NCAA Middle School Madness®

Denver Middle Schools

The NCAA Middle School Madness program links classroom learning for sixth- through eighth-grade students with the NCAA Women's Final Four. Through the Middle School Madness program, the Women's Final Four serves as a catalyst to encourage girls and boys to learn from the achievements, actions and positive examples set by women's basketball student-athletes.

The program consists of two components: a classroom curriculum and a mural/essay contest encouraging middle school students to express their thoughts regarding what is the power of youth – making a difference in the community. Participating middle schools are provided honorariums and physical education equipment donated by the NCAA and Wilson® Sporting Goods Co., the official basketball supplier of the NCAA. Essay contest winners will be awarded laptop computers and participating schools in the mural contest will have their murals displayed throughout Denver, with the winning school awarded desktop computers. Contest winners will be included in a wide variety of Women's Final Four activities, at which they will be recognized for their accomplishments.

NCAA Pinnacle of Fitness™ Program

Selected Middle Schools

The NCAA Pinnacle of Fitness Program is an NCAA Division I women's basketball initiative emphasizing healthy living and education for young people in the Denver community. Middle school students will be encouraged to exercise everyday for ten weeks prior to the Women's Final Four in order to improve their health and fitness. Participating schools will receive credit towards physical education equipment donated by the NCAA and Wilson® Sporting Goods Co.

Stop. Shoot. Give.

Downtown Denver

This program brings the term "charity stripe" to life by inviting the Denver community and Women's Final Four attendees to shoot free throws to assist in raising funds for deserving organizations. The portable goals will be set up in the weeks leading up to the Women's Final Four, as well as during the weekend. Fans will **stop** by the display, **shoot** a basket and **give** a donation which will help support this cause.

Friday, March 30

POWERADE® NCAA Youth Clinics

Tourney Town (Colorado Convention Center)

Noon – 5:30 p.m.

The POWERADE NCAA Youth Clinics serve as an NCAA youth outreach initiative. Boys and girls will have the opportunity to learn and enhance their sports, conditioning and life skills with women's basketball coaches and student-athletes, as well as collegiate administrators and basketball experts from various parts of the country. NCAA Youth Clinics encourage children, ages 8-16, to participate in basketball training, as well as on organized team sports, and stress the importance of participation rather than winning. These "active participation" sessions

will cater to the developmental level of each participant, providing them with the fundamental tools they need for basketball. Free and open to the public.

Mile High Magic Salute Premiere

Buell Theatre

March 30 (6 – 7:30 p.m.)

Walk the red carpet and share the charismatic entrance of four outstanding teams as they experience the power of their dreams coming true. The event will pay tribute to the coaches and student-athletes in a celebratory Salute hosted by ESPN Commentator, Sage Steele. The red carpet arrival of the teams is open to the public, while tickets (\$20 general admission) are required for the Mile High Magic Salute Premiere.



Saturday, March 31

4Kay® Run Hydrated by POWERADE ZERO™

Civic Center Park

9 a.m.

The fifth annual 4Kay Run Hydrated by POWERADE ZERO is a key event during the 2012 NCAA Women's Final Four. The run, a mainstay of the Women's Final Four weekend of events, is scheduled for Saturday, March 31 at 9 a.m. The 4Kay Run is held in honor of the late North Carolina State University head women's basketball coach Kay Yow. Proceeds from the run will benefit cancer research through the Kay Yow Cancer Fund®. The Kay Yow Cancer Fund is a 501 c(3) charitable organization committed to the fight against women's cancers by raising funds for scientific research, assisting the underserved and unifying people for a common cause. Walkers are strongly encouraged to participate. Online registration is \$20, with on-site registration \$25. The first 1,500 registrants will receive a 4KAY® Run T-shirt donated by Nike™.

The race start line is on the 1400 block of Bannock Street at Civic Center Park. Runners proceed onto 14th Street, traveling northwest to California Street. They turn right onto California Street, then turn left onto 15th Street. They take 15th Street northwest to Confluence Park. Runners then turn left into the park and onto the Cherry Creek bike path. Runners exit the bike path at Lawrence Street and go back onto surface streets from there. Runners proceed on the sidewalk of northbound Speer Boulevard to Sculpture Park, where the race ends.

POWERADE® NCAA Youth Clinics

South High School

ThunderRidge High School

8:30 a.m. – 12:30 p.m.

The POWERADE NCAA Youth Clinics serve as an NCAA outreach initiative that youth participate in throughout the city of Denver. Boys and girls will have the opportunity to learn and enhance their sports, conditioning and life skills with women's basketball coaches and student-athletes, as well as collegiate administrators and basketball experts from various parts of the country. NCAA Youth Clinics encourage children, ages 8-16, to participate in basketball training, as well as on organized team sports, and stress the importance of participation rather than winning. These "active participation" sessions will cater to the developmental level of each participant, providing them with the fundamental tools they need for basketball. Through a focus on discipline, confidence and commitment, these youth will use what they have learned through athletics and apply them to other areas of their lives. Free and open to the public.

NCAA Girls Junior Journalism Workshop

Pepsi Center/Tourney Town

9 a.m. – 4 p.m.

The NCAA Girls Junior Journalism Workshop teaches middle school age girls the roles and responsibilities of journalists. Workshop participants, selected by the Denver Local Organizing Committee, will observe Women's Final Four team practices on Saturday, March 31, with active participation encouraged at the coaches' news conferences. Participants will learn radio, television and blogging techniques, while receiving instruction from local and national media professionals and aspiring journalists from local colleges and universities. Stories generated by participants will be posted online during the 2012 Women's Final Four.

Open Practices and Team Autograph Sessions

**Pepsi Center
10:45 a.m. – 3:55 p.m.**

The community, women's basketball fans, coaches and NCAA guests are invited to join the Women's Final Four teams at their open practice sessions at Pepsi Center. In addition to watching team practices, attendees will have the opportunity to receive autographs from the Women's Final Four student-athletes and coaches on complimentary commemorative posters courtesy of AT&T. Free and open to the public.

Talent Showdown™ Refreshed By Coca-Cola Zero™

**Colorado Convention Center
Center Stage**

The Talent Showdown Refreshed By Coca-Cola Zero is a community outreach program created to locate and display the best in local singing talent the city has to offer during the championship weekend. Eligible contestants will have the opportunity to submit their audition materials for a chance to compete live at the Talent Showdown finals on Center Stage in Tourney Town. The winner of the Talent Showdown will have the chance to perform the National Anthem at the WBCA High School All-America Game as well as receive many great prizes.

Battle of the Bands


**Pepsi Center
3:45 – 4:15 p.m.**

The Battle of the Bands will be held immediately following the open practice sessions at Pepsi Center. This exciting, energy-filled competition features the pep bands from the four institutions displaying their school spirit. The winner of the Battle of the Bands will be selected by the fans in attendance at open practice. Always a Women's Final Four fan favorite, this fun competition symbolizes the passion and camaraderie of college basketball. Free and open to the public.

WBCA High School All-America Game

**Pepsi Center
4:30 p.m.**

Since 1992, the Women's Basketball Coaches Association (WBCA) has organized this prestigious event for the nation's most gifted female high school basketball players. Former WBCA High School All-Americans who have participated in this event include former student-athletes such as Brittney Griner, Courtney Paris, Tamika Catchings, Diana Taurasi, Candace Parker and Maya Moore. Following open practices and autograph sessions for the Women's Final Four teams, the WBCA High School All-America Game will take place at Pepsi Center. Free and open to the public.



Sunday, April 1

Special Olympics Youth Clinic

**Tourney Town (Colorado Convention Center)
9 – 11 a.m.**

The Special Olympics Youth Clinic will serve as an NCAA outreach initiative that Special Olympians participate in during the Women's Final Four. Boys and girls will have the opportunity to learn and enhance their sports, conditioning and life skills with women's basketball coaches and student-athletes, as well as collegiate administrators and basketball experts from various parts of the country.

Mile High Dribble

**Civic Center Park to Tourney Town (Colorado Convention Center)
11:30 a.m.**

The Mile High Dribble will feature several thousand youth dribbling their way from Civic Center Park to Tourney Town at the Colorado Convention Center. Youth, 18 and under, are invited to participate in the free event at which participants receive a t-shirt and basketball, donated by the NCAA and Wilson® Sporting Goods Co. There will be entertainment, activities and lots of free fun for the whole family! Tourney Town will welcome dribblers and fans with live music and performances throughout the afternoon. Free and open to the public.

AT&T Mascot Challenge

Tourney Town (Colorado Convention Center)

Noon – 1 p.m.

Who says all the action happens on the floor? The AT&T Mascot Challenge is the perfect event for all participating Women's Final Four teams' mascots to get warmed up before the big games. Come out and witness the mascot's display their own unique skills in a head-to-head competition live on Center Stage in Tourney Town. So come out and cheer for your favorite mascot – every vote counts!

NCAA Pep Rally

Tourney Town (Colorado Convention Center)

1 – 1:30 p.m.

The NCAA Pep Rally will feature performances by the pep bands, cheerleading squads and mascots from the Women's Final Four teams. Thousands of fans will gather for the rally and cheer on their favorite pep band and spirit groups. The pep rally is free and open to the public.

National Semifinal Games

Pepsi Center

4:30 and 7 p.m.

The wait is over! The Women's Final Four teams will compete for a chance to advance to the National Championship game. The two national semifinal games will take place Sunday, April 1 at Pepsi Center, with games set for 4:30 and 7 p.m. MST. Go to NCAA.com/finalfour for the latest on ticket availability.



Monday, April 2

Cheerleader Hospital Visits

Local Children's Hospitals

1 – 4 p.m.

The two national championship cheerleading squads and mascots will participate in hospital visits in the Denver community. Hospitals will be determined and plans will be made for in-patient programming.



Tuesday, April 3

Women's Final Four National Championship Game

Pepsi Center

6:30 p.m.

The top two teams in the nation will compete for the right to be called "national champions!" The 2012 national champion will be crowned Tuesday, April 3 at Pepsi Center, with the game set for tip-off at 6:30 p.m. MST. Go to NCAA.com/finalfour for the latest on ticket availability.

NCAA/WBCA Coaches' Trophy Presentation

Hyatt Regency Denver (Centennial D)

9:30 p.m. (approx.)

The NCAA/WBCA Coaches' Trophy Presentation is an event hosted by the NCAA and WBCA to celebrate the 2012 NCAA Division I Women's Basketball national champion and to present the winning head coach with the 2012 NCAA/WBCA Coaches' Trophy. The celebration will take place at the Hyatt Regency Denver, Tuesday, April 3 following the national championship game. This event is free and open to the public.



Ongoing Activities and Initiatives

Tourney Town™ Refreshed By Coca-Cola Zero™

Colorado Convention Center

March 30 (10 a.m. – 7 p.m.)

March 31 (10 a.m. – 7 p.m.)

April 1 (11 a.m. – 7 p.m.)

Tourney Town Refreshed By Coca-Cola Zero will be the “host city” and epicenter for all Women’s Final Four fan and community activities, anchored by the Center Stage concert venue. Free and open to the public, visitors will enjoy entertainment, concerts, food, licensed merchandise, autograph sessions, basketball clinics, exhibits, games and interactive displays free of charge.

Center Stage

Colorado Convention Center

March 30 (10 a.m. – 7 p.m.)

March 31 (10 a.m. – 7 p.m.)

April 1 (11 a.m. – 6 p.m.)

The Center Stage, a Tourney Town attraction, will be filled with energy, excitement and entertainment throughout the Women’s Final Four week. The indoor stage will feature entertainment from local, regional and national talent elevating up the Women’s Final Four energy in Denver. With continuing programming daily, fans will experience great music in a festival-style atmosphere of food, retail experiences, concessions, community engagement and fan excitement activities. American singer-songwriter - Jewel will perform a free concert on Saturday, March 31 at 5:30 p.m.

Tourney Journey Tours

Throughout the City of Denver

April 2 (9 a.m. – 6 p.m.)

April 3 (10 a.m. – 5 p.m.)

Tourney Journey Tours will allow Women’s Final Four fans to visit major landmarks in Denver and surrounding areas, including Denver’s mix of historical sites and exciting attractions. Tickets are required.

Women’s Basketball Coaches Association National Convention

Colorado Convention Center

March 30 – April 3

The Women’s Basketball Coaches Association (WBCA) National Convention will take place at the Colorado Convention Center. The Convention brings together over 2,000 coaches for a week of education and networking. There are over 20 hours of on-court demonstrations, seminars and roundtables taught by the most successful coaches in women’s basketball. WBCA business meetings provide coaches, from Divisions I, II and III, the opportunity to network, obtain reports from the NCAA on legislative issues and discuss broad-based issues and growth opportunities for the game of women’s basketball.