

## Community challenge offers fundraising opportunity

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There are potentially big rewards for local nonprofits that sell tickets to the major fan festival at the New Orleans Convention Center during the 2012 NCAA Men's Final Four. Nonprofit organizations can earn \$2 for every ticket sold to Bracket Town Refreshed By Coca-Cola Zero.



Coaching clinics for young basketball enthusiasts are just part of the family activities planned for Bracket Town during the men's Final Four in New Orleans. Bracket Town will be open at the Morial Convention Center from March 30<sup>th</sup>–April 2. (Photo from the NCAA)

Bracket Town is the tournament's signature fan event featuring legendary coaches, former college all-stars, autograph sessions, youth clinics, interactive games, the PowerAde 3 V 3 Tournament, prizes and more.

The organization that sells the most tickets to Bracket Town wins an additional \$1 for every ticket sold up to a total of \$5,000, tickets to the Men's Final Four and more. The competition runs from today (Feb. 23) until March 29.

All participating organizations will receive recognition on video boards at Bracket Town. Tickets to the 300,000-square-foot extravaganza are \$10 for adults and \$6 for children between the ages of 3 and 11, college students with a valid ID, senior citizens (+55) and military personnel with a valid ID.

Tulane University is the host institution for the [Final Four](#) in New Orleans March 31<sup>st</sup> - April 2.

The organization that sells the most tickets receives:

- Additional \$1 for every ticket sold up to \$5,000
- Two tickets to the Men's Final Four games
- Four meet-and-greet passes and four reserved seats to the Legends Game at Bracket Town
- Special recognition on The Big Dance stage during Final Four weekend
- Video board recognition inside Bracket Town, Final Four Friday and at The Big Dance
- Complimentary team in the POWERADE 3 V 3 tournament at Bracket Town
- VIP seating at Final Four Friday
- One hour of exclusive use of the Bracket Town Center Court

To obtain tickets for sale, nonprofit organizations interested in participating should contact [Nicole Robinson](#) at 504-237-6688 or [Jeremy Boyce](#) at 504-619-6103.