

## **NCAA's Bracket Town supplies fun for everyone**

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With more than 300,000 square feet devoted to athletic activities, events and entertainment, Bracket Town, the NCAA's Final Four fan festival, provides an affordable opportunity for locals and out-of-towners to take part in the championship tournament.



Bracket Town at the Ernest N. Morial Convention Center in downtown New Orleans will have games and activities for fans of all ages. (Photo by Oscar Ozco)

Staged across three halls of the Ernest N. Morial Convention Center in downtown New Orleans, Bracket Town comprises four days of scheduled and ongoing activities.

"It's a neat, family friendly event in that there is so much to do for fans of all ages," says Joe Dunn, NCAA associate director of championships and alliances. "It is an

opportunity for us to provide an affordable experience to the local community.”

Among the activities to participate in at Bracket Town are free daily youth clinics, autograph sessions with coaches and former players, a 3-on-3 basketball competition, a home run derby, fencing matches, a slam dunk court (with goals set at various heights), and a variety of high-tech, interactive games.

“There's a nice mix throughout the entire footprint of not only March Madness and NCAA basketball, but a sampling of our other 23 sports,” says Dunn.

Formerly known as “Hoop City,” the event was rebranded as “Bracket Town refreshed by Coca-Cola Zero” in 2010. “We made a serious investment in 2010 to improve the look and feel of the event,” says Dunn.

Admission to Bracket Town is \$10 for adults and \$6 for children (ages 3-11), students, seniors and members of the military. Doors open on Friday, March 30, from noon to 8 p.m.; Saturday, March 31, from 10 a.m. to 7 p.m.; Sunday, April 1, from noon to 8 p.m.; and Monday, April 2, from noon to 7 p.m.

For more information, go to the [NCAA Final Four](#) website. Tulane University is the host institution for this year's Final Four activities in New Orleans.