



PRESS RELEASE

KANSAS CITY CONVENTION & VISITORS ASSOCIATION

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Just around the corner: 17 days of basketball

Three major tournaments converge this March in downtown Kansas City

Kansas City, MO. — Kansas City's love affair with college basketball couldn't be more obvious than during the next month, as the city prepares to host major tournaments for the Big 12 Conference, the Mid-America Intercollegiate Athletics Association (MIAA) and the National Association of Intercollegiate Athletics (NAIA). Tickets remain for all tournaments but the Big 12 Men's Championship.

Kansas City will roll out the red carpet during the month of March, hosting 72 teams and 67 tournament games over 17 days. The Kansas City Convention & Visitors Association estimates the combined economic impact of all the tournaments to be more than **\$18.4 million**.

More details on each tournament follow.

2008 MIAA Postseason Men's and Women's Basketball Championships

March 6-9, Municipal Auditorium

Tickets: 816-421-6422 (ext. 203) or themiaa.com

- **Sixth consecutive year** in Kansas City
- The MIAA is a NCAA Division II Conference made up of 10 institutions in Missouri and Kansas. More than 60,000 area alumni attended these schools, six of which are within a two-hour drive to Kansas City.
- 16 teams (8 men's and 8 women's) will vie for the conference's two titles in a single-elimination format.
- Special events include an MIAA Rally inside the Kansas City Power & Light District (March 7, 2-6 p.m.).
- For more information, visit themiaa.com.

Phillips 66 Big 12 Women's Basketball Championship

March 11-13 & 15, Municipal Auditorium

Tickets: 816-931-3330 or ticketmaster.com

- **Eighth year** in Kansas City. KC last hosted in 2005.
- Special events include the WIN for KC Reading and Fitness Challenge (March 11-12), Youth Night (March 11) and Ladies Night (March 13).
- A Big 12 Fan Fest will be held inside the Kansas City Power & Light District with live entertainment, interactive fan stations and local jazz musicians.

- Spirit rallies for the Women's Championship will be held on level two of the Kansas City Convention Center.
- For more information, go to VisitKC.com/big12basketball.

Phillips 66 Big 12 Men's Basketball Championship

March 13-16, Sprint Center

Tickets: SOLD OUT

- **Eighth year** in Kansas City and first appearance in Sprint Center. KC last hosted in 2005.
- A Big 12 Fan Fest will be held inside the Kansas City Power & Light District with live entertainment, interactive fan stations and local jazz musicians.
- Spirit rallies for the Men's Championship will be held in the parking lot across from Sprint Center.
- For more information, go to VisitKC.com/big12basketball.

71st Annual Buffalo Funds-NAIA Division I Men's Basketball National Championship

March 19-25, Municipal Auditorium

Tickets: NIAA, 913-791-0044 or naiahoopskc.org; Ticketmaster, 816-931-3330 or ticketmaster.com

- Currently the longest-running collegiate national championship of any sport in the country.
- This is the **45th time** the tournament has been held at Municipal (1937-74 and 2002-present).
- The NAIA serves nearly 300 of America's and Canada's finest accredited small colleges and universities.
- The competition will host 32 teams in a 31-game, single-elimination format. The field of participants includes 16 conference qualifiers, one independent qualifier and 15 at-large bids.
- Special events include an NAIA Fan Fest (March 19-22), Youth Day (March 22), Rotary Night (March 22), Special Olympics Day (March 23) and Chamber Night (March 24).
- For more information, visit naiahoopskc.org

About the Kansas City Convention & Visitors Association

The Kansas City Convention & Visitors Association is a not-for-profit organization whose mission is to enhance economic growth and quality of life for the region and its residents through marketing, sales and service for the convention and tourism industries. For more information about all there is to see and do in Kansas City, visit the organization's Web site at VisitKC.com.

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