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NEW PERFORMERS ADDED TO THE BIG DANCE® LINEUP DURING 2009 NCAA® MEN'S FINAL FOUR® WEEKEND

Big Sean and Keith Sweat Complete Music Schedule Featuring N.E.R.D., Pussycat Dolls and Fergie

DETROIT, March 30, 2009 — International superstar Fergie, pop sensation Pussycat Dolls, funk rock trendsetters N.E.R.D. singer-songwriter Gavin DeGraw and Jesse McCartney are among the biggest names in music and will be among the headliners during three days of free music concerts at The Big Dance®, part of the 2009 NCAA Men's Final Four weekend in Detroit. The NCAA and the Detroit Local Organizing Committee (DLOC) announced the final schedule for the music lineup today for the event, which will take place April 3-5 at The Detroit Riverfront (just east of the Renaissance Center).

The weekend of festivities and free concerts kicks off Friday, April 3 with the AT&T Block Party, which features N.E.R.D. and pop singer-songwriter Jesse McCartney. On Saturday, April 4, Big Dance Saturday will get fans hyped up for the semifinal games that night with performances by the Pussycat Dolls and Gavin DeGraw. On Sunday, April 5, My Coke Fest assumes the main stage with emcee Ryan Seacrest hosting a day featuring Fergie and with musical performers Staind, Gym Class Heroes, Janelle Monáe and Parachute.

"The Big Dance is living up to its name with a superstar lineup headlining a weekend of music and entertainment for all ages," said Greg Shaheen, NCAA senior vice president for basketball and business strategies. "Music fans across all genres have a wonderful opportunity to see established stars in concert free of charge. The atmosphere will be electric all weekend long for visitors and local citizens alike."

In addition to national music, The Big Dance will feature 40 of Detroit's best local bands performing on two stages.

Schedule for The Big Dance® (all times subject to change):

The AT&T Block Party (Friday, April 3 from 11 a.m. to 10 p.m.)

Headlined by N.E.R.D. and also featuring Jesse McCartney.

Featured acts:

- **N.E.R.D.** - Blending hip hop, R&B, soul, and alternative rock to produce two top 10 albums in the U.S., N.E.R.D. is the brainchild of legendary producers Pharrell Williams

and Chad Hugo. As the record production duo The Neptunes, Williams and Hugo have redefined pop and hip hop music over the last decade, winning two Grammys for their work with Justin Timberlake and collaborating with acts like Jay-Z, Snoop Dogg, Busta Rhymes, and Nelly.

- **Jesse McCartney** – An accomplished songwriter, McCartney also has recorded three Billboard 200 top 15 albums since exploding on the pop scene with his platinum debut album *Beautiful Soul* in 2004. Detroit fans will remember him best from his performance of his top 10 hit “Leavin’” at halftime of the Detroit Lions Thanksgiving game on November 27, 2008.
- **Big Sean** – Raised in Detroit since he was two years of age, Sean signed with Kanye West’s GOOD Music in 2007, and then in 2008 signed with Island Def Jam. He also has been featured in *The Source* magazine.

Main Stage Schedule for The AT&T Block Party (Friday, April 3, 6 p.m. to 10 p.m.)

6-6:30 p.m.	Big Sean
7:30-8:30 p.m.	Jesse McCartney
9-10 p.m.	N.E.R.D.

Local Band Schedule for The AT&T Block Party (all times subject to change): (Friday, April 3 from 11 a.m. to 10 p.m.)

AT&T Local Stage

11 a.m. - 12:30 p.m.	Burgandy Soul Project featuring CEL & Michael Galvan	(Neo Soul)
1-2 p.m.	Doc Holiday	(Neo Soul)
2:30-3:30 p.m.	The McKinney Zone	(Jazz)
4-5 p.m.	Flophouse	(Funk/rock/R&B)
5:30-6:30 p.m.	Stellar Drive	(Rock)
7-8 p.m.	The Deadstring Brothers	(Alt Rock/Americana)
8:30-10 p.m.	Twistin’ Tarantulas	(Rock-a-billy)

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11 a.m. - 12:30 p.m.	Band B	(Rock)
1-2 p.m.	Pato Margenta	(Pop)
2:30-3:30 p.m.	Lucky Brown	(Reggae/Funk)
4-5 p.m.	Sky Covington	(Jazz/neo soul/blues)
5:30-6:30 p.m.	Four Finger Five	(Rock/Funk;Jazz)
7-8 p.m.	Paxahau	(DJs)
8:30-10 p.m.	Rev. RightTime	(Funk/Rock)

Big Dance Saturday (Saturday, April 4 from 11 a.m. to 9 p.m.)

Headlined by Pussy Cat Dolls and also featuring Gavin DeGraw.

Featured acts:

- **The Pussycat Dolls** - Their first album *PCD* achieved worldwide success, debuting at No. 5 on the U.S *Billboard* 200 Chart, and produced the No. 1 hit "Don't Cha" and Grammy-nominated "Stickwitu." The Dolls’ 2008 follow up, *Doll Domination*, included hits “When I Grow Up” and “I Hate This Part.”
- **Gavin DeGraw** – In a few short years, this musician has become one of today’s premier singer-songwriters. He’s done it the old-fashioned way – on the merits of his creative

abilities, perseverance and a healthy, homegrown perspective. He has established himself as a magnetic voice in popular music and is best known for hit songs, "Chariot," "In Love With a Girl," "Follow Through," and "I Don't Want to Be."

- **Keith Sweat** – This R&B star has topped the charts for more than 20 years with such hits as "I Want Her," "I Give All My Love to You" and "Make it Last Forever."

Main Stage Schedule for Big Dance Saturday (Saturday, April 4, 12 p.m. to 9 p.m.)

12-1 p.m.	Keith Sweat
1:30-2:30 p.m.	Gavin DeGraw
3-3:30 p.m.	World's Largest Pep Rally (followed by a military flyover)
4-5 p.m.	Pussycat Dolls
5:15 P.M.	Local Performance by Paxahau DJs

Local Band Schedule for Big Dance Saturday (Saturday, April 4 from 11 a.m. to 8 p.m.)

AT&T Local Stage

11 a.m. - 12:30 p.m.	JStokes	(Neo Soul)
1-2:30 p.m.	Tim Diaz	(Alt Rock/Country)
3-4 p.m.	Tumbao Bravo!	(Latin Jazz)
4:30- 5:30 p.m.	Stewart Francke	(Pop)
6-7:30 p.m.	Larry Lee & The Back in the Day Band	(R&B)

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11 a.m. - 12:30 p.m.	Inside Outlaws Revolver featuring Ty Stone, Don Dupree, Matt Dmits, and Brandon Calhoon	(Country)
1-2:30 p.m.	Third Coast Kings	(Soul)
3-4 p.m.	The Robin Horlock Band	(Rock/pop)
4:30-5:30 p.m.	Great Divide	(R&B)
6-7:30 p.m.	HotSauce	(R&B/Funk)

My Coke Fest™ (Sunday, April 5, 11 a.m. to 9:15 p.m.)

Emceed by Ryan Seacrest, My Coke Fest will culminate with headliner and popular music diva, **Fergie**, who will showcase her singular blend of pop, hip hop, and R&B. First gaining musical fame as a vocalist for the Black Eyed Peas, Fergie's solo debut album, *The Dutchess*, produced five top 5 singles (two of which, "London Bridge" and "Big Girls Don't Cry," went to No. 1) making her just the seventh female artist to achieve that feat. As part of the Black Eyed Peas, Fergie has contributed to three Grammy Award winning songs, including "Let's Get it Started."

Also featured:

- **Staind** – Discovered a decade ago by Limp Bizkit lead singer Fred Durst, these heavy metal rock stars have sold more than 15 million records over the past nine years. Smash hits like "It's Been a While," "Fade," and "Outside" have garnered the band regular radio play and made them a popular live performing group.
- **Gym Class Heroes** – The 2007 MTV Music Video Awards winner for Best New Artist, this band mixes elements of rap, rock, R&B, and funk with socially conscious lyrics. Their hit song, "Cupid's Chokehold," peaked at No. 4 on the charts.
- **Janelle Monáe** – Recently signed to Sean "Diddy" Combs' record label, her debut album was released in January. The album's first single, "Many Moons," was nominated for a 2009 Grammy Award in the urban/alternative category.
- **Parachute** – An up-and-coming alternative rock band.

Main Stage Schedule for My Coke Fest™ (Sunday, April 5, 2 p.m. to 9 p.m.)

2-3 p.m.	Parachute
3:30-4:30 p.m.	Janelle Monáe
5-6 p.m.	Gym Class Heroes
6:30-7:30 p.m.	Staind
8-9:15 p.m.	Fergie

Local Band Schedule for My Coke Fest™ (Sunday, April 5, 11 a.m. to 9 p.m.)

AT&T Local Stage

11 a.m. - 12 p.m.	Robin Moore & The NorthStars	(Country)
12:30-1:30 p.m.	Persuasion	(R&B,/Rock)
2-3 p.m.	The Mickeys	(Country/Bluegrass)
3:30-4:30 p.m.	Nuroksol	(Rock)
5-6 p.m.	Ultra Violet Hippopotamus	(Jazz/Funk/Rock)
6:30-8 p.m.	Impact 7	(Motown)

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11 a.m. - 12 p.m.	Chris Ams	(Soul)
12:30-1:30 p.m.	Whitey Morgan & The 78's	(Country)
2-3 p.m.	Hard Line Drive	(Bluegrass)
3:30-4:30 p.m.	Macpodz	(Funk/R&B/Rock)
5-6 p.m.	The Muggs	(Rock)
6:30-8 p.m.	Paxahau	(DJs)

Many other exciting events are scheduled to take place throughout the weekend – details can be found at NCAA.com/finalfour.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletics opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Division I, II and III sports. Visit www.NCAA.org and www.NCAA.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Coca-Cola and Pontiac—and the following elite companies as official Corporate Partners—Enterprise, The Hartford, Hershey's, Lowe's, Sheraton and State Farm.

About the 2009 NCAA® Men's Basketball Championship

The 2009 NCAA® Men's Final Four® will take place at Ford Field in Detroit April 4 & 6. The Final Four brings together the semifinalists of the single elimination tournament of the top 65 NCAA Division I men's basketball teams in the country. The event is expected to create an economic impact of \$30 million to \$50 million and attract more than 30,000 visitors to Detroit. For information, visit www.NCAA.com/finalfour or call the Detroit Local Organizing Committee at 313-262-2900.

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