



**For Immediate Release**

**07 March 2008**

**For More Information:**

**Shavannia Williams**

**Ford Field, Detroit Lions**

**(313) 262-2282**

### **NCAA® to Debut New, Innovative Seating Configuration at Ford Field**

*Ford Field transforms itself to host the NCAA® Men's Basketball Midwest Regional on March 28 and 30.*

**Detroit, MI** – On March 28 and March 30, the NCAA® Men's Basketball Regional Games will be played at Ford Field! This will mark the tournament's first appearance in the city of Detroit. It will also be the first time that fans will watch the games in the new seating configuration. This configuration will feature the basketball court positioned at the 50 yard line. In a memo to members of the media, Tom O'Connor, Division I Men's Basketball Committee Chair, expressed that the new configuration "will allow the NCAA to enhance the collegiate atmosphere while also providing more fans the opportunity to experience the excitement of the Final Four."

While Ford Field is home to the NFL's Detroit Lions, it is not a stranger to basketball. It was the first stadium to install a basketball court on the 50 yard line to increase capacity. In 2003, the facility team handled reassembling the basketball court from Michigan State's Breslin Center at Ford Field for "BasketBowl," a regular season game between Michigan State University and the University of Kentucky. This matchup set the NCAA® attendance record for a single game at 78,129. The NCAA® configuration will differ in that the riser seating sections are elevated to improve sightlines.

The system will use approximately 30,000 seats. Installation is scheduled to begin on March 12 and will be completed by March 24. Ford Field's staff is equipped to cover the field on March 11 in preparation for the arrival of the risers on March 12. They are anxious and eager to be a part of installing the new configuration. "I am excited to lead a team to expand the capacity of the game so more fans, like youth, who have not traditionally attended the games can experience the tournament and Final Four," says Bob Gardner, Director of Facility Management at Ford Field.

Tickets are still available for the games and prices are \$45.00, \$75.00, \$100.00 and \$150.00 (plus applicable convenience charges). The price includes a ticket to two (2) games on Friday, March 28 and one (1) game on Sunday, March 30, for a total of three (3) games. Tickets are available online at [www.ticketmaster.com](http://www.ticketmaster.com), via Phone charge at 248-645-6666, and at the Ford Field Ticket Office.

Upcoming NCAA® events at Ford Field include the 2009 Men's Final Four™ Tournament and the 2010 Men's Hockey Frozen Four® Tournament.

Ford Field, home of the Detroit Lions, is a state of the art sport and entertainment venue. Since its inception in 2002, it has hosted over 4,000 exciting events and welcomed over 5,000,000 fans.

**NOTE: Memorandum from Tom O'Connor regarding seating configuration attached.**

#####