

For Immediate Release - March 24, 2009

The Road to the Final Four® Goes Through Boston 2009 NCAA® Division I Men's Basketball East Regional in Boston

March 26 & 28, 2009 Boston, MA: The road to the Final Four® travels through Boston when the 2009 NCAA® Division I Men's Basketball East Regionals are held at the TD Banknorth Garden March 26 and 28.

The Greater Boston Convention & Visitors Bureau, in partnership with the Massachusetts Sports & Entertainment Commission and Boston College booked the NCAA® Regionals four years ago. "This is a great event for the city during what is traditionally a slow time of year for our visitor industry," said Patrick B. Moscaritolo, President & CEO of the Greater Boston Convention & Visitors Bureau. "The weekend is expected to generate more than \$7 million in economic spending for the region's visitor industry, in addition to the exposure Boston will receive as the games are broadcast nationally by CBS," Moscaritolo said.

Although the games are sold out, the NCAA® has opened the practices on Wednesday, March 25, to the public. Open Practice Day runs from 11am – 4pm at the TD Banknorth Garden and gives fans the opportunity to see four NCAA® Men's Basketball Regional participant teams up close as they prepare for their games the following day. Pittsburgh will take on Xavier on March 26 at the TD Banknorth Garden with a 7:27p.m. tip-off. And the much awaited Villanova vs. Duke game will follow at approximately 9:57p.m. The winners at Thursday's games advance to the Regional final game on March 28 at the TD Banknorth Garden and that winner will move on to Detroit for the Final Four®.

In 2006, the Greater Boston Convention & Visitors Bureau and the Massachusetts Sports & Entertainment Commission began working together with local sports teams, colleges, universities and city and state officials to secure sports events and sports related meetings.

Sporting events and sports related meetings have significant impact on Boston, representing almost 3 million visitors and \$1.6 billion dollars in spending for the region. "The Greater Boston Convention & Visitors Bureau's collaboration with our local colleges and universities, city and state officials and the Massachusetts Sports & Entertainment Commission have driven this success," said Moscaritolo.

Already this year, Boston has hosted the 2009 Champions Cup Boston, an annual series for senior tennis players; 2009 AT&T USA Indoor Track & Field Championships; the 2009 Nike Indoor Nationals; and the 2009 NCAA® Women's Frozen Four®. Later this year Boston will play host to major events such as the world's premier global race and nautical adventure, the Volvo Ocean Race. This nine-month race will make its only stop in North America when it comes to Boston April 25 to May 16. The Greater Boston Convention & Visitors Bureau is forecasting a \$20 million shot in the arm from the Volvo Ocean Race, with 20,000 hotel room nights occupied.

Once again, the NCAA Men's Lacrosse Championships will return to Gillette Stadium, May 23 – 25. Last year, more than 131,000 fans attended this event over Memorial Day weekend, driving \$17 million in visitor spending. The 2009 BDO Women's Jr. World Cup Field Hockey is set for August 13 – 16. Boston, the birthplace of field hockey in the United States, will serve at the showcase of the sports newest wave of international talent. Scheduled for August 3-16, 2009, the 16-team Junior World Cup will be held at Harvard University hosted by USA Field Hockey. Held every four years, the Junior World Cup represents the top international event for athletes under the age of 21.

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