



MEDIA ADVISORY

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COLLEGE STUDENTS TO SET WORLD RECORD FOR LONGEST BASKETBALL GAME *SPALDING NEVERFLAT DUKE CAROLINA STUDENT BASKETBALL MARATHON BENEFITS CHILDREN WITH LIFE-THREATENING ILLNESSES*

WHAT: 24 students from the biggest rivalry in college basketball are putting their differences aside and coming together for a good cause. Students at the University of North Carolina at Chapel Hill and Duke University will play a three day, 58-hour long continuous basketball game, in an attempt to set a Guinness World Record, all in the name of charity.

WHY: The **Spalding NEVERFLAT Duke-Carolina Basketball Marathon** event will benefit Hoop Dreams Basketball Academy, a nonprofit organization that helps children with life-threatening illnesses regain a sense of normality in their lives through athletics.

WHEN: Saturday, Jan. 14, 2006 at 8 a.m. through Monday, Jan. 16 at 6 p.m.

WHERE: Fetzer Gymnasium at UNC-Chapel Hill

WHO: Greg Richmond, a junior at UNC-Chapel Hill, is the event organizer and brainchild of the year-long fundraising effort. (919) 914-8107, greg.richmond@basketballmarathon.com

Hoop Dreams Executive Director, Lisa Brachman: 919-302-4314, lbrachman@hoop-dreams.net

NOTE: For more information on the Duke-Carolina Basketball Marathon and Hoop Dreams Basketball Academy, please visit <http://www.basketballmarathon.com> and <http://hoop-dreams.net>. Fans are encouraged to donate for the either team at <http://www.basketballmarathon.com/involved/donate.htm>.