



Media Alert: Gold Medalist, Journalists Host MCI Center event

Dominique Dawes, Christine Brennan and Tony Reali Host Kickoff Reception at MCI Center F Street Sports Grille for Sports & Events Experience event Friday

Nike Inc., Jordan Brand's Miller and Under Armour's Plank highlight over 50 speakers and panelists; Interactive event includes Nextel-NASCAR case study, MCI Center access tour and a first-of-its-kind career development and job/internship workshop

WHO: Hosts for MCI Center / F Street Sports Grille Party – 7:00 pm– 9:00 pm
WHAT: Sports & Events Marketing Experience Conference
WHEN: April 16 & 17, 2004 – Approximately 9:00 AM – 6:00 PM Friday/ Saturday
WHERE: Fungler Hall, The George Washington University, Washington, D.C. USA
WEB: www.sportsandeventsexperience.com
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WASHINGTON, D.C. (April 14, 2004) – Dominique Dawes, Olympic Gold medalist, **Christine Brennan**, *USA Today*, ABC Sports columnist and correspondent and **Tony Reali**, host of ESPN's "Around The Horn," will host the **Kickoff Reception** at MCI Center's F Street Sports Grille on Friday night at the inaugural Sports & Events Marketing Experience on April 16 & 17, 2004, at The George Washington University in Washington, D.C.

The SEME is the new premier two-day event that brings career development seekers and advanced students together with over 50 leaders in the industry. **On-line registration closes Wednesday, April 14** at www.sportsandeventsexperience.com. Cost per attendee is \$245 for Professionals, \$195 for Students with ID, and \$175 for Groups of 5 or more.

Delivering keynote addresses on Friday and Saturday, respectively, are **Larry Miller, President of Jordan Brand, a division of Nike, Inc.**, (www.jumpman23.com), and **Kevin Plank, President and Founder of Under Armour** – Performance Apparel (www.underarmour.com)

The powerful **SEME Educational Leadership Council** includes over **50 industry experts in 15 different fields** and features top decision makers from the **NFL, NBA, MLB, NHL, College Sports, Minor Leagues, the Olympics, Journalism, Electronic Media and Broadcasting** and other public and private organizations. The Council is highlighted by:

- **Michael Wilbon**, **ESPN P.T.I., Washington Post**, Host, Columnist
- **Donald Dell**, **SFX Sports**, Senior Vice President, Marketing, Management and Television
- **Clay Walker**, **NFL Players Inc.** Senior Vice President, Marketing
- **Jeffrey Pollack**, **NASCAR**, Managing Director, Broadcasting and New Media
- **Patrick McGee**, **Octagon**, Vice President, Marketing, Athlete Representation
- **Christine Brennan**, **USA Today, ABC Sports**, Columnist, correspondent
- **Linda Higgison**, **The TCI Companies**, CEO, Event Marketing
- **Carlos Silva**, **AOL Sports**, Senior Vice President

Participating organizations include:

ABC, AOL Sports, Atlantic Video, 2004 Athens Olympics, Charlotte Bobcats, Clear Channel Communications, Cleveland Cavaliers, Coca-Cola, College Sports TV, The Convention Store Comcast Sportsnet, UMD Comcast Center, DC United, DirecTV, Edelman PR Worldwide, ESPN, Frederick Keys, George Michael Sports Machine, GWU NCAA Athletics, IMG/Disson and Associates, Jams Sports & Entertainment, Jordan Brand, Kemper Sports/ PGA Tour, McCarthy Communications NASCAR, NBA, Nextel, New York Giants, NYC2012, Nike, Octagon, Peak Management, PUSH/Rainbow Sports, Ridgewells, Ripken Baseball, NBA, NFL Players Inc., SFX Sports, Shugoll Research, SportsTalk 980, Sports Illustrated, Mark Sonder Productions

SPORTS & EVENTS MARKETING EXPERIENCE

Turnkey Sports, Team Concepts Inc, The TCI Companies, Under Armour, USA Football, USA Today, Washington Post, Washington Capitals, Washington Redskins, Washington Wizards and Williams & Connolly.

Other Programming notes include an interactive case study presented by **Nextel's NASCAR** venture and an exclusive behind the scenes tour of the **MCI Center** and reception. The Experience climaxes with the SEME **Career Workshop** which completes the two day topics as well as provides answers to the ultimate question: **"What Makes You Marketable?"** Through personal interviews and a resume development workshop, attendees will have the necessary knowledge to move forward in the sport and event industries.

Participation in this unique industry experience, SEME, will allow attendees to gain first-hand insight and real-world career development; interact with global leaders in the sport and event fields; launch yourself as a marketable brand, participate in one-on-one interviews and explore internship and job opportunities. This unique setting provides case studies and interactive workshops to learn how to think like an executive; a behind the scenes tour of the MCI Center along with networking opportunities with the Educational Leadership Council; all in collaboration with The George Washington University's School of Business and Public Management

Brennan, an Award-winning *USA Today* sports columnist and ABC/ESPN special correspondent, brings a unique perspective to a field historically dominated by men. In 1981, she became the first female sportswriter at the *Miami Herald*. But when she joined *The Washington Post* in 1984, she began to leave her mark on the sports world as a well-known journalist, author, and television commentator. She became the first woman to cover the Washington Redskins for *The Post* from 1985-87, then turned to international sports and the Olympic Games in 1988, becoming a leading voice of both. Brennan is the author of the best-selling books *Inside Edge* and *Edge of Glory*, which tell the story of Olympic figure skating.

A three-time Olympic gymnast from Silver Spring, Maryland, **Dawes** was a member of the 1996 Gold Medal Olympic Team, where she also became the first African-American to win an individual event medal with her bronze in the floor exercise. Dominique took up gymnastics in 1983 and went on to become a 10-year member of the United States Senior National Team. She was also a 1992 Olympic Bronze Medallist and a four-time World Championships medalist.

Reali, 25, joined ESPN in July 2000 as researcher / writer for ESPN's fast-paced sports quiz show Two Minute Drill with host Kenny Mayne. In September 2001, Reali became researcher for ESPN's Pardon the Interruption (5:30 p.m. ET Mon.-Fri. ESPN), a role which evolved into daily on-air appearances correcting factual errors by co-hosts Tony Korheiser and Michael Wilbon at the end of each show. In February 2004, Reali was named host of Around the Horn (5 p.m. Mon.-Fri.), a show for which he had been a regular fill-in host and guest panelist. He is also a regular guest on various ESPN Radio programs.

Miller, 53, was recently named by *Sports Illustrated* as one of The 101 Most Influential "Minorities" in Sports in 2003. How do you extend Michael Jordan's influence into the 21st century? That's the job of Miller, who runs Nike's approximately \$500 million Jordan division, which debuted in 1997 and features footwear, apparel and accessories.

Plank's Under Armour® is the originator of performance apparel, a line of moisture-wicking microfiber clothing that pulls perspiration away from the skin to keep athletes cool, dry and light throughout the course of a game or workout, is ranked second on *Inc. Magazine's* "Inc. 500," an annual ranking of the fastest-growing privately held companies in the country. Described as "the envy of the sports apparel industry" in a 2003 *Time* feature story, Under Armour® was last year named to *Fast Company's* "Fast 50," an annual list of innovative, up-and-coming corporations

Inaugural sponsors include The George Washington University Sports Management program in the School of Business and Public Management, The Washington Marriott, The TCI Companies, Greater Washington Sports Alliance, USA Football and Sports Industry Education LLC.

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