



## MEDIA RELEASE

FOR IMMEDIATE RELEASE  
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### ASI WELCOMES BACK THE PACK

Prizes and Free Food at The Men's Basketball Home Opener

**Pomona, CA-** Cal Poly Pomona's men's basketball team returns home after an intense span of road games. ASI's BEAT and Campus Rec team up with Bronco Athletics and Dr. Jay Swartz's sports marketing class to break the all-time attendance record, which stands at 1,672 during the 2004-05 season at a game against Cal State San Bernardino.

**Contact:**

Kristi Ibello  
Gas Creative Group  
(909) 869-2158 voice  
(909) 869-3077 fax  
info@asi.csupomona.edu

Welcome Back the Pack will be held on Monday, November 27. Pre-game festivities start at 5 p.m. outside of the Bronco Student Center (Bldg. 35) in University Park. A tailgate hosted by BEAT will begin at 5:30 p.m. outside of Kellogg Gym (Bldg. 66), adjacent to the Residential Suites and Vista Café (Bldg. 61). Free food, prizes and a live DJ will get the crowd going before the basketball game which will tip off at 7:30 p.m. in Kellogg Gym.

In addition, Campus Rec will be hosting a tug-o-war contest on the athletic fields at 5 p.m. The tournament is open to the entire community and all participants receive free admission to the game afterwards. Those interested in participating can register at Campus Rec (Bldg. 35-1611L).

ASI will also be hosting a craziest fan competition. A student panel will be looking for the craziest male and female fan throughout the game. Winners of the competition will receive a pair of tickets to either Disneyland or Knott's Berry Farm, compliments of Games Room Etc.

For more information on any of the Welcome Back the Pack events, please contact Gas Creative Group at (909) 869-2158 or info@asi.csupomona.edu.

cc: Arno Keshishian  
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