



NCAA UNVEILS 2018 WOMEN'S FINAL FOUR LOGO IN COLUMBUS

*Purple, Orange, Blue and White Design Inspired by the Diversity of Columbus
Linked Together as a Community by the Iconic Arches of the Short North Arts District*

COLUMBUS (February 15, 2017) – The 2018 NCAA Women's Final Four logo was unveiled during the Greater Columbus Sports Commission's Women's Sports Report at the Greater Columbus Convention Center. The unveiling was presented by representatives from the NCAA, Women's Basketball Coaches Association, The Ohio State University and the Greater Columbus Sports Commission.

Ohio State will host the NCAA Women's Final Four at Nationwide Arena on March 30 and April 1, 2018, at Nationwide Arena in Columbus. The city also was home to the 2016 NCAA Division III Women's Basketball Championship semifinals, hosted by Capital University at the Capital Center, and will be the site of the 2017 NCAA Division II Women's' Basketball Championship on March 21-24 at Ohio Dominican University's Alumni Hall.



"Columbus has had success hosting NCAA championship events over the years and we anticipate the teams, fans and the local community to have a great experience at the 2018 Women's Final Four," said **Anucha Browne, NCAA vice president, women's basketball championships**. "We look forward to working with Ohio State, the Greater Columbus Sports Commission and Nationwide Arena in creating a memorable experience for all."

Designed by Joe Bosack and Co., the purple, orange, blue and white 2018 Women's Final Four logo was inspired by the diversity of Columbus — including athletes, artists, academics, entrepreneurs, and innovators — linked together as a community by the iconic arches across the streets of the Short North Arts District.

"The Ohio State University Department of Athletics is honored to serve as host, along with the Greater Columbus Sports Commission, for the 2018 Women's Final Four," said **Ohio State Special Assistant to the Director Michelle Willis**. "We look forward to an exciting year of planning, administration and working with the NCAA. We are certain that our efforts will culminate with one of the most exciting sporting events in collegiate athletics taking place in a wonderful and dynamic city that fans are going to truly enjoy visiting: Columbus, Ohio."

All-session tickets for the 2018 NCAA Women's Final Four will go on-sale in the fall. For those fans that can't wait until this fall, join the fun by becoming a "Finals Fanatic" in the 300 level of Nationwide Arena for only \$75 per person. Individuals in this location will receive a food voucher, special meet and greet with celebrities and former players and airtime on the Nationwide Arena videoboard during the Women's Final Four. Upper level single session tickets will also go on-sale at this time. Visit NCAA.com/WBBTickets to purchase your package beginning March 29.

-continued

Fans that have not previously purchased Women's Final Four tickets that would like to be included in the fall exclusive presale for all-session tickets can sign up here: <http://pub.s1.exacttarget.com/bnf1zghx2ut>.

The NCAA Women's Final Four will generate an estimated **\$20 million in direct visitor spending** in Central Ohio. The semifinals and national championship games will attract more than **40,000 fans, including 30,000 from outside Central Ohio**, to Nationwide Arena over two nights, with **all three games televised nationally on ESPN**.

"Today's unveiling marks the official countdown to the 2018 Women's Final Four," said **Greater Columbus Sports Commission Executive Director Linda Shetina Logan**. "We are thrilled to partner with the NCAA and Ohio State University on this event and will work in the coming months to create community programming that lasts far beyond the final three games. Our goal is to take an already magnificent event and do our part to elevate it in such a way that inspires our community and leaves a legacy that extends far beyond the championship."

"Nationwide Arena is excited and proud to host the 2018 NCAA Division I Women's Basketball Final Four, on the heels of hosting record-breaking attendance at the 2016 NCAA Division I Women's Volleyball Championship last December," said **Vicki Chorman, Nationwide Arena general manager**. "It is a great testament to the collaboration within the city of Columbus and surrounding communities, that Columbus and Nationwide Arena were selected for such a prestigious event."

About the NCAA

The NCAA is a diverse association of more than 1,100 member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly a half a million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year. Visit www.ncaa.org and www.ncaa.com for more details about the Association and the corporate partnerships that support the NCAA and its student-athletes. More information on the Women's Final Four is available at <http://www.ncaa.com/womens-final-four>.

About The Ohio State University Athletics

The Ohio State University Department of Athletics sponsors 36 fully funded varsity teams – 17 for women, 16 for men and three co-educational. The department is committed to providing its more than 1,000 student-athletes with the finest in academic and athletics support in order to ensure a quality and life-enhancing experience. The Department of Athletics is completely self-supporting and receives no university monies, tax dollars or student fees.

About the Greater Columbus Sports Commission

The Greater Columbus Sports Commission has been a catalyst in transforming Columbus into one of the world's best sports destinations since 2002. Our mission is to rally Columbus to compete and win sporting events, providing a singular athlete and fan experience and positively impacting our image, economy and lifestyle. The Sports Commission provides the experience and expertise from hosting more than 380 new sporting events that have generated over \$400 million in visitor spending, while retaining annual events that have generated an additional \$250 million. For more information, visit columbusports.org.

CONTACTS:

Rick Nixon | National Collegiate Athletic Association | 317-917-6539 | rnixon@ncaa.org

Bruce Wimbish | Greater Columbus Sports Commission | 614-221-6178 | bwimbish@columbusports.org

Laura Brown | Greater Columbus Sports Commission | 614-643-6380 | lbrown@columbusports.org