

PRESS RELEASE



March 30–April 1, 2018

Columbus Local Organizing Committee for 2018 NCAA Women's Final Four to Launch #FourUS Campaign This Week

*Sports Commission Executive Director Linda Logan
to Throw Out First Pitch at Columbus Clippers Game Wednesday*

COLUMBUS (June 6, 2017) – The Columbus Local Organizing Committee (CLOC) for the 2018 NCAA Women's Final Four, including representatives from The Ohio State University Department of Athletics, the Greater Columbus Sports Commission (GCSC) and Nationwide Arena, will tip off its community campaign, #FourUS, with GCSC Executive Director Linda Logan throwing out the first pitch of Wednesday's Columbus Clippers game at Huntington Park.

#FOURUS

#FourUS will provide opportunities for residents to share their pride in showing what makes ColumbUS the best place to visit and host sporting events. A special **#FourUS** video can be seen at <http://columbuswff.com/fourus/> and will be shown on the Huntington Park scoreboard right before the first pitch. In addition, game attendees will be able to stop by a fan interaction station on the concourse to get more information about how they can be involved in the Women's Final Four.

Fans interested in volunteering for the Women's Final Four can sign up at Columbuswff.com. Additionally, all-session and single-session Women's Final Four tickets are now on sale and can be purchased at Columbuswff.com. The Women's Final Four website will also house the official Women's Final Four schedule of events, which will be updated as events are finalized.

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The **#FourUS** campaign is another milestone in the “Road to Columbus.” After unveiling the 2018 NCAA Women’s Final Four logo in February, Ohio State announced it would host a premiere women’s basketball tipoff event on November 12. The Countdown to Columbus will feature OSU vs. UConn and Louisville vs. Stanford at Nationwide Arena.

Fans wishing to attend the Countdown to Columbus can purchase tickets through the OSU Ticket Sales Team at 1-800-GOBUCKS.

Columbus and Ohio State will host the 2018 NCAA Women’s Final Four for the first time at Nationwide Arena on March 30 and April 1. The Women’s Final Four will generate an anticipated **11,000 hotel room nights** and an estimated **\$20 million in direct visitor spending** for Central Ohio, with the semifinals and national championship games attracting more than **40,000 fans, including 30,000 from outside the region**. All three games will be televised nationally on ESPN.

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