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The Big Hoopla

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The First Four Local Organizing Committee charged with rallying community support for the games will begin promoting ticket sales during the first-half of the University of Dayton men's home basketball game versus LaSalle at 7 p.m. Saturday, Jan. 14, at University of Dayton Arena.

The Road to the Final Four begins in Dayton again this year with the NCAA Men's First Four March 13 and 14 at the University of Dayton Arena.

To officially kick things off, informational announcements will take place at center-court, including the introduction of selected committee members and sponsors, key event partners and an overview of community events, referred to as "The Big Hoopla." The announcement will include business, civic and local elected leaders, as well as supporters from the U.S. Air Force at Wright-Patterson Air Force Base. Updates on ticket sales and other events planned for this celebration also will be discussed Saturday.

Don Donoher, legendary University of Dayton men's basketball coach, will serve as an honorary spokesperson for this year's event.

"We are honored to have someone of Coach Donoher's stature join us in the community celebration of NCAA college basketball," said J.P. Nauseef, this year's committee chair.

For more information, contact Sharon Howard at 937-229-9076 or showard@daytonregion.com.