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NCAA® UNVEILS LOGO FOR 2018 MEN'S FINAL FOUR®
San Antonio to host event for 4th time at Alamodome

The official logo for the 2018 NCAA Men's Final Four in San Antonio was unveiled today by the NCAA and San Antonio Local Organizing Committee

SAN ANTONIO, Texas --- The 2018 NCAA Men's Final Four in San Antonio has a colorful identity. The official logo for the NCAA championship was unveiled today by the NCAA and San Antonio Local Organizing Committee (SALOC) before 1,100 elementary students, San Antonio Mayor Ivy Taylor, City Manager Sheryl Sculley and other supporters at Mission Concepción Sports Park.

The logo unveiling kicks off 18 months of preparation as SALOC gets ready to host San Antonio's fourth Men's Final Four in the Alamodome, March 29 – April 2, 2018. It has been named an official event of the city's 2018 Tricentennial celebration.

"The Alamo City has been truly blessed by the partnership formed with the NCAA," said Pat Frost, SALOC chair. "Its basketball championships have brought millions of dollars to our community, helped our city shine in the national spotlight, and provided countless opportunities for our youth to reap the benefits of hosting a Final Four."

Marking 10 years since the last time the event was in San Antonio, officials highlighted many venue enhancements to the Alamodome, the Henry B. Gonzalez Convention Center and Hemisfair Park that will be showcased to Final Four visitors.

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Other SALOC members who joined Frost included Jenny Carnes, SALOC Executive Director; Mike Sawaya, Executive Director of San Antonio's Convention and Sports Facilities Department; Nick Langella, General Manager of the Alamodome; Casandra Matej, Executive Director of Visit San Antonio, Russ Bookbinder, President and CEO of San Antonio Sports; and Lynn Hickey, Director of Athletics at the University of Texas-San Antonio. Dan Gavitt, the NCAA's vice president of men's basketball, and Bruce Rasmussen, the director of athletics at Creighton University and the chair of the NCAA men's basketball committee for the 2017-18 season, were also in attendance.

"We are very excited to have the Final Four back in our city and are honored UTSA is designated as the host institution for the tournament," said Lynn Hickey, UTSA athletic director. "UTSA has had the great opportunity to be a part of 17 NCAA Championship events since 1997, and we take great pride in our work with the NCAA and the visiting teams. We are proud to be a part of SALOC, which is a very efficient and experienced hosting group, and we look forward to showcasing our wonderful destination city and delivering an exceptional experience for the teams and their fans."

San Antonio Sports announced its *i play! afterschool* program will add basketball to its curriculum as a legacy of the 2018 Final Four. More than 1,100 children from *i play! afterschool's* 45 elementary schools in the San Antonio and Harlandale school districts donned t-shirts featuring the new Final Four logo as it was revealed.

Carnes said SALOC will seek more than 3,500 volunteers to help stage the 2018 Men's Final Four and invited those interested to learn more at www.finalfoursanantonio.org.