The Southern Conference (SoCon) is returning to Asheville **March 8-11, 2013**. There will be a total of 23 basketball teams (men and women) from five southern states. It is estimated that approximately **15,000 people** will attend the four day event.

The Championship is anticipated to have an economic impact of $4 million on the Asheville/Buncombe community. SoCon athletes and their fans are expected to fill over 4,000 hotel rooms and the event will give Asheville national television exposure when the men's championship game is broadcast live.

The Details:

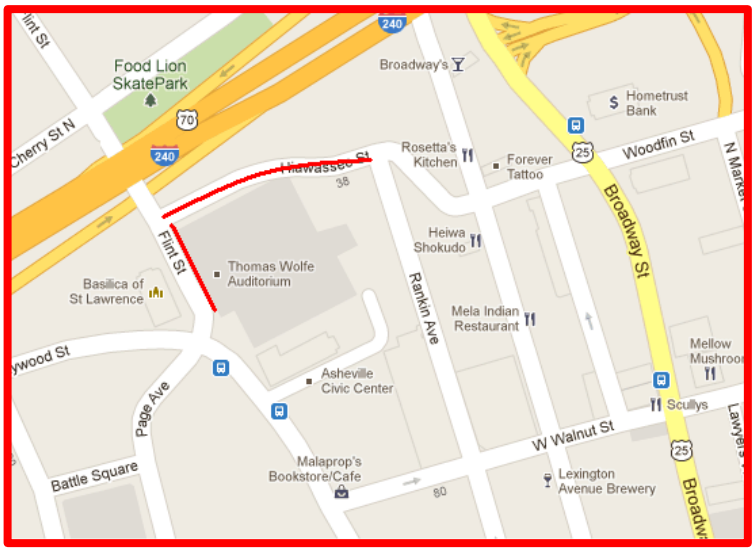
When: March 8-11, 2013
Where: U.S. Cellular Center and Kimmel Arena (UNCA)
Television: ESPN/ESPN 2 on Monday night, March 11, at 7pm.
More info at www.socontravel.com
For more information on street closings and special event parking, please contact the city's parking services division at 828.259.5729.
Questions about the SoCon Basketball Championships can be directed to Ben VanCamp at 828.713.5825.

Road Closures:

Hiawassee Street: Beginning on Thursday, March 7th Hiawassee Street between Flint and Rankin will remain closed until Monday, March 11th at midnight.

Flint Street: The turn lane immediately in front of the U.S. Cellular Center and Flint Street will be closed the following times:

- 10am on Friday, March 8 through midnight on Saturday, March 9
- 10am on Sunday, March 10 through midnight
- 10am on Monday, March 11 through midnight



****Saturday, March 9:** Rolling closure from 10:45 to 11:15 on Broadway, College, and Haywood for a Downtown Dribble parade.

Parking:

Special event parking will be in effect for the Civic Center, **Rankin Avenue and Wall Street parking garages** 10am to 9pm Friday, March 8 through Sunday, March 10, and 1pm through 9:30pm Monday, March 11. The special event rate for all days will be $5.

In addition, surface lots on on Cherry Street between Flint and Cumberland and Lot 17 next to the AT&T building will be closed to accommodate participants in the championship.

For Downtown Businesses…

With thousands of people downtown, they will be looking for places to eat, drink and shop when they aren't attending the games. Be sure to greet fans and welcome them into your establishments!

Hours: There will be many visitors in downtown through these days. Consider extending your hours to accommodate the crowd. Please remember that there is a small break, between 4pm and 6pm each day – this may be a peak time for your business.

SoCon Tournament App: The folks at SoCon have created an Asheville Visitor's Guide for the tournament, with listings of businesses for easy access to fans. Look for the SoCon App on your Android of iPhone!

The Downtown Dribble: The morning of Saturday, March 9, 500+ kids will be dribbling basketballs from Vance Monument to the U.S. Cellular Center. Broadway, College and Haywood will be on rolling closures from 10:45-11am Saturday morning.

Bars and Restaurants: If you have TV's in your establishment, the final tournament will be aired on ESPN/ESPN 2 on Monday night, March 11, at 7pm. Asheville-Buncombe Regional Sports Commission also has a code to access ESPN3 for ALL games during the SoCon Tournament. Contact Ben VanCamp at Asheville Sports for details 828.713.5825.

Participating Schools. Show your support for your favorite team! Here's who will be in the championship:

School	City, State	Colors	Mascot
Appalachian State	Boone, NC	Black and Gold	Mountaineers
College of Charleston	Charleston, SC	Maroon and White	Cougars
The Citadel	Charleston, SC	Blue and White	Bulldogs
Davidson	Davidson, NC	Red and Black	Wildcats
Elon	Elon, NC	Maroon and Gold	Phoenix
Furman	Greenville, SC	Purple and White	Paladins
Georgia Southern	Statesboro, GA	Blue and White	Eagles
UNC Greensboro	Greensboro, NC	Gold, White and Navy	Spartans
Samford	Birmingham, AL	Red and Blue	Bulldogs
UT-Chattanooga	Chattanooga, TN	Navy, Gold and Silver	Mocs
Western Carolina	Cullowhee, NC	Purple and Gold	Catamounts
Wofford	Spartanburg, SC	Gold and Black	Terriers

2013 Southern Conference Men's Basketball Championship

MARCH 8-11 • U.S. CELLULAR CENTER • ASHEVILLE, N.C.

FRIDAY MARCH 8	SATURDAY MARCH 9	SUNDAY MARCH 10	MONDAY MARCH 11
# 8 Seed Session 1, Game 1 March 8, ^11:30 a.m. ESPN3 #9 Seed	Session 3, Game 5 March 9, 12:00 p.m. ESPN3 North/South Champion*	ESPN3 Session 5, Game 9 March 10, 6:00 p.m.	CHAMPIONSHIP GAME Session 6, Game 11 March 11, 7:00 p.m. ESPN - OR - ESPN2
	#4 Seed Session 3, Game 6 March 9, 2:30 p.m. ESPN3		
#5 Seed Session 1, Game 2 March 8, 2:00 p.m. ESPN3 #12 Seed			
#7 Seed Session 2, Game 3 March 8, 6:00 p.m. ESPN3 #10 Seed	Session 4, Game 7 March 9, 6:00 p.m. ESPN3 North/South Champion*	ESPN3 Session 5, Game 10 March 10, 8:30 p.m.	
	#3 Seed Session 4, Game 8 March 9, 8:30 p.m. ESPN3		
#6 Seed Session 2, Game 4 March 8, 8:30 p.m. ESPN3 #11 Seed			

^ 11:30 a.m. tip-off as part of Education Day program

* The North and South Division Champions will receive an automatic bye. The division champion with the best conference record (or tiebreaker) will play in the noon game on March 9. The second division champion will be slotted in the 6:00 p.m. game on March 9. All other seeds will be determined by overall conference record regardless of division.

2013 Southern Conference Women's Basketball Championship

MARCH 8-11 • ASHEVILLE, N.C.

FRIDAY MARCH 8 KIMMEL ARENA	SATURDAY MARCH 9 KIMMEL ARENA	SUNDAY MARCH 10 U.S. CELLULAR CENTER	MONDAY MARCH 11 U.S. CELLULAR CENTER

No. 8 Seed

Session 1, Game 1
March 8, *11:30 a.m.

No. 9 Seed

Session 2, Game 4
March 9, 12:00 p.m.

No. 1 Seed

Session 3, Game 8
March 10, 12:00 p.m.
ESPN3

No. 4 Seed

Session 2, Game 5
March 9, ^2:15 p.m.

No. 5 Seed

CHAMPIONSHIP GAME
Session 4, Game 10
March 11, 3:00 p.m.
ESPN3

No. 7 Seed

Session 1, Game 2
March 8, ^1:45 p.m.

No. 10 Seed

Session 2, Game 6
March 9, ^4:30 p.m.

No. 2 Seed

Session 3, Game 9
March 10, 2:30 p.m.
ESPN3

No. 3 Seed

Session 2, Game 7
March 9, ^6:45 p.m.

No. 6 Seed

Session 1, Game 3
March 8, ^4:00 p.m.

No. 11 Seed

* 11:30 a.m. tip-off as part of Education Day program

^ Denotes approximate game time. The first games on March 8 and March 9 will have firm starting times. Each game thereafter will start 30-minutes following the conclusion of the preceding game.