



**For Immediate Release**

**For More Information Contact:**

Jamie Carlington 404-350-2509

[jcarlinton@mbcnetwork.com](mailto:jcarlinton@mbcnetwork.com)

OR

Leah Wheeler 972-980-4898

[PR@AffiliatedMedia.com](mailto:PR@AffiliatedMedia.com)

## **CATCH THE MEAC TOURNAMENT LIVE ON MBC NETWORK**

MBC Network will carry all the fast-past, live **MEACtion** this weekend from Richmond, Virginia.

(March 8, 2004) Atlanta, GA –The Major Broadcasting Cable (MBC) Network will bring live to viewers, the MEAC tournament action beginning Friday, March 12<sup>th</sup> and lasting into the afternoon on Saturday, March 13<sup>th</sup>. Sports fans will have the opportunity to watch the teams of MEAC battle like no other cable network has been able to bring to viewers. The women's semi-finals begin at 12noon (eastern) on Friday, followed by the men's semi-final match-up at 2:00pm. The competition will end with the women's MEAC final at 4:00pm on Saturday. All of this action will be aired live from the Richmond Coliseum in Richmond, VA.

MBC is able to provide coverage of this tournament as part of the multi-year agreement with the four Black College Sports conferences: MEAC, CIAA, SIAC and SWAC, which makes MBC Network the official cable carrier of Black College Sports.

According to MBC owner and former New York Yankee, Cecil Fielder - who will be in attendance at the MEAC tournament - MBC is the only network that has consistently provided coverage to all four of the conferences. "Each week during the 2003-2004 sports season, MBC has been there, providing all the live action of the games. This weekend MBC Sports fans can look forward to a double header of tournament action. Only on MBC can you catch the excitement of the MEAC games and tune in later Friday night for tape delayed coverage of the SWAC Tournament from Birmingham. As we like to say, we're not just playing games, we're making history!"

Veteran sportscaster, Charlie Neal will supply fans with all of the excitement and play-by-play analysis for the tournament.

For additional information on tournaments log on to [www.mbcnetwork.com](http://www.mbcnetwork.com) for complete tournament listings.

**###**