



**FOR IMMEDIATE RELEASE**  
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## **THE BIG HOOPLA LOCAL OPERATING COMMITTEE ANNOUNCES NEW CHAIRMAN**

DAYTON, OH—Terry Slaybaugh, Director of Aviation for the City of Dayton, succeeded Jeff Hoagland, President & CEO of the Dayton Development Coalition, as Chairman of The Big Hoopla Local Organizing Committee (LOC).

“Continuing the NCAA First Four basketball games here in our front door provides an opportunity to give back to the community while showcasing what a true regional asset Dayton, Ohio is for families and businesses,” Slaybaugh said. “The tremendous legacy that has been built by the fans and championed by the local organizing committee has been what has driven me to accept the Chairman position. The support and diligence of the members of this group drives the over 250 local and regional businesses to partner with The Big Hoopla and continue the legacy of NCAA basketball in Dayton.”

The Big Hoopla LOC is organized to support the community’s position as host of the NCAA First Four and works collaboratively to drive direct and indirect economic impact for the Dayton Region by leveraging the media reach of March Madness® while promoting and advocating for the region’s unique attributes: pride and respect for the military, a strong sense of service, a legacy of innovation, and a collaborative spirit.

“There would be no Big Hoopla without the incredible partnership between the NCAA, UD, and the volunteers of the LOC. The passion they bring to the games inspires the athletes, coaches and fans every year,” said University of Dayton President Dr. Eric Spina. “Jeff’s leadership over the last three years has taken the community’s enthusiasm for The Big Hoopla and transformed it into a valuable economic development tool, using the tournament as a vehicle to showcase the best the region has to offer. I know Terry will carry that momentum forward.”

Since its inception, the Dayton Region has embraced the NCAA First Four with the same passion and excitement as its fans. The local organizing committee’s highly efficient, self-contained and self-sustaining model works to produce positive outcomes for the NCAA, the University of Dayton, the Dayton Region, players, coaches, media and fans of all ages. The committee’s work has led to many “firsts” which include multiple sellouts (2013, 2015, 2016 & 2017), record television viewership (2014), record attendance (2017) and visits from the sitting U.S. President, British Prime Minister, and Ohio Governor (2012).

“I have been honored to serve as the LOC chairman for the last three years, and I am grateful for the many dedicated volunteers who bring the Big Hoopla to life in Dayton, Ohio year after year,” Hoagland said. “The partnership that has been formed between the Dayton Community, the NCAA, Wright-Patterson Air Force Base, and the University of Dayton makes this one of the best programs in the country.”

One of the committee’s most popular and successful initiatives is the Hoopla Ticket Program, a charitable community outreach program that provides tickets, free-of-charge to local students, Airmen and families stationed at Wright-Patterson Air Force Base. Its impact is unmatched in the landscape of

collegiate athletics. With support from over 250 organizations since 2012, the program has donated more than 30,000 tickets.

“The Big Hoopla is more than just a basketball game for Dayton’s military installations. From inviting thousands of Airmen to each game, to shining a spotlight on new recruits as they pledge to serve their country, The Big Hoopla helps share the story of the young men and women of the U.S. Air Force and their important role in preserving our freedoms,” said Retired Air Force General Lester L. Lyles, Chairman of USAA, an avid supporter of the Big Hoopla and Hometown Heroes™ program, and former Commander of Air Force Materiel Command, Wright-Patterson Air Force Base, Ohio.

“The Dayton region has recruited some of the best and brightest talent to lead the Local Organizing Committee and Terry’s selection will continue a tradition of providing the best possible experience for NCAA players, coaches, and college basketball fans from around the country,” said Montgomery County Commission President Debbie Lieberman.

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### **About The Big Hoopla Local Organizing Committee:**

The Big Hoopla Local Organizing Committee is comprised of over 50 executives and community leaders from the Dayton Region representing academia, small and large business, military, civic and government jurisdictions. The committee is organized to support the University of Dayton’s position as a preferred host site for the NCAA Division I Men’s Basketball Tournament. While supporting the University, the committee works collaboratively to drive significant, long-term economic value for the Dayton Region by leveraging the media reach of the NCAA Tournament and March Madness in an effort to promote and advocate for the unique attributes of Dayton and the State of Ohio.

Since 2001, the NCAA Tournament has delivered over \$66 million in direct economic impact to the Dayton Region. March Madness offers a global platform, unmatched media reach, record national TV audiences, and association with the global brand of the NCAA.

Individuals and organizations interested in learning more about The Big Hoopla Local Organizing Committee, its work in the community or supporting its efforts are asked to contact Sarah Spees at 937-673-4293 or [info@daytonhoopla.com](mailto:info@daytonhoopla.com). Learn more by visiting [daytonhoopla.com](http://daytonhoopla.com).

### **NCAA Tournament History at UD Arena:**

The University of Dayton Arena has hosted 109 NCAA Tournament games, more than any other site making it America’s #1 Host Site and making the Dayton Region the Epicenter of College Basketball.

Learn more by visiting [daytonflyers.com/ncaa](http://daytonflyers.com/ncaa)

### **2019 NCAA First Four**

The 2019 NCAA Division I Men’s Basketball Tournament and March Madness will tip-off from UD Arena for the 19th consecutive year on Tuesday, March 12 and Wednesday, March 13 with the NCAA First Four.

Tickets to preliminary rounds of the 2019 NCAA Division I Men’s Basketball Championship, including the NCAA First Four will go on sale in the fall.

Fans wishing to buy tickets to the First Four®, first- and second-round games or regional competition should go to [NCAA.com/mbbtickets](http://NCAA.com/mbbtickets)