



**FOR IMMEDIATE RELEASE**

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**KID ROCK TO PERFORM AT  
PONTIAC GARAGE AT THE FINAL FOUR®  
DURING THE BIG DANCE®**

SAN ANTONIO (March 20, 2008) – **Kid Rock**, the Grammy Award-nominated artist known for his unique mix of Southern rock, hip-hop, and blues-and country-tinged ballads, will perform at **Pontiac Garage at the Final Four®** on Saturday, April 5 as part of **The Big Dance**—a free, four-day entertainment extravaganza in celebration of the NCAA® Men's Final Four®. With over 22 million albums sold throughout his career, Kid Rock's San Antonio appearance comes in the midst of the successful release of his 2007 *Rock N Roll Jesus* album—his first album to debut at number one on the Billboard 200 chart.

Today's announcement makes complete the headline entertainment lineup for the four days of The Big Dance, which starts on Friday, April 4 and runs through Monday, April 7 on South Alamo Street between Market and Durango.

As previously announced, Pontiac Garage at the Final Four® also will feature performances by Texas-based bands **Flyleaf** and **Meridianwest**, as well as The World's Largest Pep Rally with the cheerleaders, mascots and pep bands from each of the Final Four teams; a military salute and flyover; and, for the third year in a row, Pontiac's pre-game predictor—the Pontiac Virtual NCAA® Final 4®—will pit four elite gamers against each other in the ultimate showdown in college hoops gaming skill. The day culminates with viewing of the Men's Final Four semifinal games, which will be broadcast by CBS and KENS-5 on giant video boards at The Big Dance.

A detailed schedule of activities for The Big Dance will be released to the media in the coming weeks and will be posted on [www.NCAA.com/finalfour](http://www.NCAA.com/finalfour). For security reasons, coolers, pets, lawn chairs, umbrellas, and video and audio recording devices are not permitted. Concessions will be available on site.

### ***Also at The Big Dance***

#### **AT&T Block Party – Friday, April 4**

The weekend of festivities at The Big Dance kicks off on Friday, April 4 with the **AT&T Block Party**, featuring the pop punk and rock hits of headliner **Fall Out Boy**, who will be joined by the Grammy-Award winning, hip-hop/soul/funk band **The Roots** and power-pop band **Ludo**. Also on Friday, fans will be introduced to the four men's finalists for the prestigious Naismith Trophy presented by AT&T, which is awarded annually to the college basketball player of the year. The Naismith Trophy recipient will be announced during Monday's Championship game on CBS during "AT&T at the Half." A spectacular fireworks display comparable to San Antonio's annual New Year's Eve Celebration ends the day.

#### **My Coke Fest™ – Sunday, April 6**

On Sunday, April 6, **My Coke Fest™** takes center stage with American Idol's **Ryan Seacrest** as special guest host. The day of celebrity-filled concerts headlines with **Three Doors Down**, and also features alternative rockers **All American Rejects**, country superstar **Taylor Swift**, the Latin music sensation band **Kumbia All-Stars**, and San Antonio's own **Sexto Sol** and **Ruben V**.

#### **NCAA Championship Monday – Monday, April 7**

On Monday, April 7, guests can enjoy the music of alternative country music star **Robert Earl Keen**, the eclectic **Bob Schneider**, and the lively soul sounds of **Mingo Fishtrap** at **NCAA Championship Monday** at The Big Dance. Fans are invited to stick around after the concerts to watch the final showdown for the 2008 NCAA Division I Men's Basketball Championship title, which KENS-5 and CBS Sports will broadcast beginning at 8:00 p.m. on The Big Dance's video screens. The evening culminates with the crowning of the 2008 NCAA Division I Men's Basketball Championship team.

### ***VIA Park and Ride PLUS***

For locals looking for an easy and affordable way to get to The Big Dance, VIA Metropolitan Transit is offering VIA Park and Ride PLUS service. When patrons take VIA Park and Ride PLUS to the Men's Final Four events downtown, they will receive a Hoops Pass that contains special offers and discounts on the variety of activities during the weekend.

### ***Other South Alamo Street activities***

Other fan-interactive events along South Alamo Street during the NCAA Men's Final Four Weekend include Hoop City® refreshed by Coca-Cola®, where fans of all ages can enjoy competitions, basketball clinics, autograph sessions, the battle of the Final Four bands and much more. Hoop City will be adjacent to The Big Dance at the Henry B. Gonzalez Convention Center, Hall A. Times and ticket prices for Hoop City may be found by visiting [www.NCAA.com/hoopcify](http://www.NCAA.com/hoopcify).

### ***Updates***

**For the most up-to-date information on The Big Dance and all other Men's Final Four events, visit [www.NCAA.com/finalfour](http://www.NCAA.com/finalfour).** In addition, those wishing to get updates via AT&T text alerts may text MFF to 61234 (open to most wireless carriers, standard text message rates apply).

### ***About the NCAA***

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

The NCAA is proud to have the following elite companies as official Corporate Champions: AT&T, Coca-Cola and Pontiac, and the following elite companies as official Corporate Partners: DiGiorno, Enterprise, The Hartford, Lowe's, Sheraton and State Farm.

*NCAA, Final Four, Road to the Final Four, Hoop City and The Big Dance are trademarks of the National Collegiate Athletic Association.*