

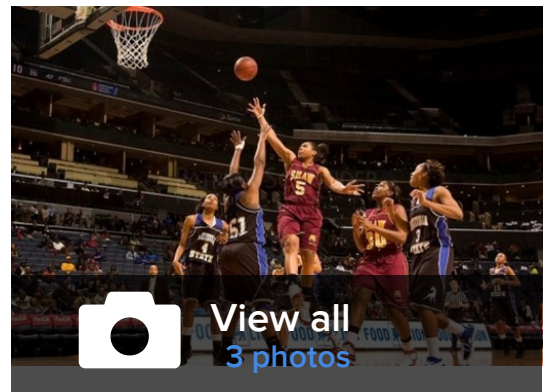
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Carolina Basketball Tournament Action, from CIAA to ACC (Video)

February 25, 2013

10:32 PM MST

Yes folks, it is that time of the year, once again. In Charlotte, NC, starting on Tuesday, February 26, 2013, the CIAA Men's and Women's Basketball Tournament will begin. The championship games, for both the men's and women's will take place on Saturday, March 2, 2013. And all in-between, our local area is slated to host a huge number of social events, inclusive of high profile artists, such as, Yolanda Adams, Chris Brown, Chaka Khan, Gucci Mane, and Lloyd, just to name a few. Then, starting March 7, 2013, at the Greensboro NC Coliseum, the ACC Women's Basketball Tournament gets started, with their championship on Sunday, March 10th. The ACC Men's Tournament games are off and running on March 14-17; also at the Coliseum. Accordingly, the march to basketball championships begins now.

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Are you in it to win it? CIAA Women's Basketball

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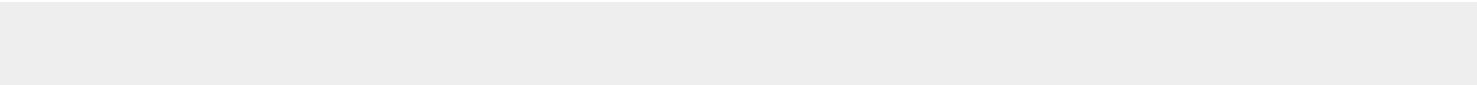
Simply put, if you like sports, this is really a fun time of the year. We can safely say, sometimes, your season record matters not. And how well you perform during tournament time can salvage even the most disappointing of season. Clearly, when it comes to basketball, the men's game gets the lion's share of coverage; but, economically, women's basketball has a following that is not to be easily cast away as uneconomical. And though it may not get nearly the same publicity, there is no doubt, many of the games are quite competitive. For at the end of the day, the desire of wanting to win championships is just as present in the women, as it is in the men. Competition is not lost among the sexes.

Perhaps, to make several arguments, the attendance of certain tournament games, for women's basketball, does suggest a differing market approach is needed; however, if you accept the premise that women's basketball stands at the head of the class, regarding women's college sports; then one has to be accepting that it holds some type of positive economic benefit to college sports, as a whole, both primarily and secondarily. Nonetheless, grab your jersey, get your tickets, and bring your chants, for its game time. And winner takes all. Good luck to your favorite(s).



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