

## Already A Sellout Success

# DIET PEPSI BRINGS 'NEW GENERATION' TO TOURNAMENT OF CHAMPIONS

## HONORS TO PAUL BUCK & DR. TOM SCOTT

Showing its commitment to the marketing strategy of the "New Generation", Diet Pepsi will be the title sponsor of the Tournament of Champions — a four-team in-season college basketball tournament to be played Dec. 2-3 in the new Charlotte Coliseum. The event will be named the Diet Pepsi Tournament of Champions as part of a five-year agreement.

The Tournament, organized by Raycom with North Carolina and North Carolina State serving as host in alternate years, is already a complete sellout in the 23,500 seat new Coliseum.

Temple-Missouri and Arizona-North Carolina are paired for the first night with the winners meeting Saturday night in the title game. The Paul Buck Championship Trophy, which honors the long-time Managing Director of the Charlotte Coliseum, will go to the winning school.

It is three months before the first jump shot is fired, but the Diet Pepsi event is already deemed a success. "It took three things to make this a success," explained Raycom CEO Rick Ray, "A great field, community involvement, and the sponsorship. It has all three, so we think it will be the finest event of its kind in the nation." And so do the competing coaches. Temple coach John Chaney, whose Owls spent most of last winter as the nation's number one ranked team, called the event "the finest tournament in the country."

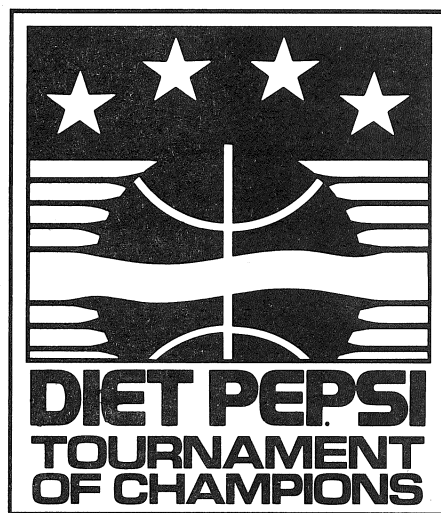
"There is a long tradition of great basketball tournaments involving ACC teams, dating back to the '50s with the Dixie Classic, and the '60s and '70s with the Big Four," said Dale Halton, the President of Pepsi-Cola Bottling of Charlotte. "This is the New Generation and, with the new Coliseum as

America's Cup, the Tyson-Spinks Championship fight, ACC Basketball, and now the Diet Pepsi Tournament of Champions."

Although the Diet Pepsi Tournament of Champions is brand new, Raycom will recognize tradition by naming the most valuable player trophy for Dr. Tom Scott. The award will honor the retired athletic director at Davidson College and a man who, along with Buck, brought many outstanding basketball events to the city of Charlotte.

At the late-Aug. press conference to announce Diet Pepsi's involvement, Raycom Management Group President Richard Giannini also announced that Pitt and Ohio State would join NC State for the 1989 tourney with the third visitor to be named.

Four charities will also benefit from the Tournament: Juvenile Diabetes Foundation, Fellowship of Christian Athletes, YMCA of Mecklenburg County, and the Charlie "Choo Choo" Justice Youth & Young Adult Wing at the Charlotte Treatment Center.



the setting, the Diet Pepsi Tournament of Champions will return the great tradition of the nation's best teams traveling to North Carolina and taking on teams in the ACC."

Lee Teeter, chairman of the 17-member Carolina Pepsi-Cola Bottlers added, "Pepsi's marketing strategy has been simple: Go for the biggest and best. In music, we have Michael Jackson; in sports, we sponsor

**"...the finest tournament  
in the country."**

**--Temple Coach  
John Chaney**