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FOR IMMEDIATE RELEASE

## **With 100 Days to Go, Atlantic Slam W Launches Courtside Coaches Contest**

*Mark your calendar – day passes go on sale Thursday, September 5*

**CHARLOTTETOWN, PE (August 14, 2024)** – The countdown is on as today marks 100 days to go until the excitement of Atlantic Slam W, NCAA Division I Women's Basketball, comes to Charlottetown. To celebrate the milestone, the Courtside Coaches contest is being launched to help recognize basketball coaches in the Maritimes.

### Courtside Coaches Contest

The Courtside Coaches Contest is an opportunity for school, minor-league and provincial-level basketball coaches in the Maritimes to win a pair of courtside seats. In total, three local coaches, one per tournament day, will be randomly selected to sit courtside during the Atlantic Slam W tournament. Each of the three prize packages includes a pair of courtside seats, one-night hotel stay and \$100 Canada Food Island gift certificate, along with a \$300 gift certificate courtesy of *Courtside Sneakers*.

To enter and learn more, visit: [eastlinkcentrepei.com/courtside-coaches/](http://eastlinkcentrepei.com/courtside-coaches/). The contest opens today, Wednesday August 14, 2024, at 10am (AT) and will close at 4pm (AT) on Wednesday, September 25, 2024.

### Ticketing

Mark your calendar – day passes (two games) along with group passes will go on sale at 11 a.m. (AT) on Thursday, September 5. Tickets can be purchased online at [eastlinkcentrepei.com](http://eastlinkcentrepei.com), in-person at the Eastlink Centre Charlottetown Box Office (46 Kensington Road) or by phone 902.629.6625 (11am to 5pm Monday to Friday).

Tournament Passes are currently on sale and include access to all six games over the three days. Passes start at \$150 plus tax and fees for adults. Student/child pricing is also available.

### Gold Cup Parade Participation

Be on the lookout for Atlantic Slam W at the Gold Cup Parade as a special basketball-themed float will be featured in this year's parade. In partnership with Basketball PEI, local players will be participating in the parade action to help commemorate the inaugural Atlantic Slam W tournament being hosted in Charlottetown.

### Coaches Clinic

It's not too late to register for the Atlantic Slam W Coaches Clinic taking place on Saturday, September 7 at UPEI. The coaches' clinic will feature UPEI Panthers women's basketball head coach Matt Gamblin, and coaching staff from Atlantic Slam W teams. Coaches are invited to join colleagues from school, provincial and minor league teams to learn tips for being effective on the court and having a winning approach.

To register, visit: [basketballpei.ca/atlantic-slam-w-coaches-clinic](http://basketballpei.ca/atlantic-slam-w-coaches-clinic)

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To learn more about Atlantic Slam W, visit: [eastlinkcentrepei.com/atlantic-slam-w/](http://eastlinkcentrepei.com/atlantic-slam-w/)

**About Atlantic Slam W:**

Atlantic Slam W is a multi-team event that will showcase four NCAA Division 1 women's basketball teams in six games over three days. Each day, more than 3,000 fans will get to witness top talent and fierce competition at the Eastlink Centre Charlottetown. To date, two of the four participating teams have been announced – Ole Miss and Georgetown Hoyas.

Support for Atlantic Slam W is being provided by On Ice Entertainment (rights holder), the Big South Conference, City of Charlottetown (SCORE), Tourism PEI and Atlantic Canada Opportunities Agency (ACOA).

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**Media Contact:**

Carly Mayhew  
Marketing Manager, Eastlink Centre Charlottetown  
[marketing@eastlinkcentrepei.com](mailto:marketing@eastlinkcentrepei.com)  
647.206.0259