



PR WRAP: Brackets For Good

MARKETS: St. Louis, MO; Ann Arbor, MI; Minneapolis, MN; Louisville, KY; Indianapolis, IN.

EVENTS: Inflatagate Giveaway (entry deadline Sept. 30, 2015); Market pep rallies (Feb. 8-18, 2016); Tournament: Feb. 26-April 1, 2016

Outreach

Interview opportunities and advance promotional coverage highlighted below in advance of Brackets For Good initiatives since September 2015, including: Inflatagate Giveaway (entry deadline Sept. 30, 2015); Nonprofit registration deadline on Dec. 31, 2015; pep rallies in individual market cities between Feb. 8-18, 2016; and the tournament itself - Feb. 26-April 1, 2016.

St. Louis (Pep rally Feb. 8)

- St. Louis announcement release went out on Oct. 29, 2015
- Targeted pitching/follow up continued during the weeks of Nov. 2 - Nov. 30, 2015.
- Initial distribution of overarching/all markets release on Dec. 10, 2015 to all print/radio/TV media in St. Louis and surrounding areas.
- "TWO WEEKS OUT" nonprofit registration deadline reminder went out on Dec. 17, 2015 (overarching 5-market press release).
- "THIS WEEK" nonprofit registration deadline reminder went out on Dec. 28, 2015 (overarching 5-market press release).
- "ONE MONTH OUT" St. Louis-specific media alert went out on Jan. 11, 2016, highlighting pep rally info.
- "TWO WEEKS OUT" reminder went out on Jan. 27, 2016, highlighting pep rally info.
- "THIS MONDAY" reminder went out on Feb. 4, 2016, highlighting pep rally info.
- Updated St. Louis media alert with "bracket available online" link/info, distributed on Feb. 11, 2016.
- "ONE WEEK" reminder went out on Feb. 18, 2016, highlighting tournament launch date.

- "THIS WEEK" reminder went out on Feb. 24, 2016, highlighting tournament launch date.
- "ROUND ONE RESULTS" updated St. Louis alert went out on March 7, 2016, summarizing the first round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "ROUND TWO RESULTS" updated St. Louis alert went out March 14, summarizing the second round of the tournament. Follow up pitching went out mid-week, per Trello story updates, and included local "Supported Sixteen" event info for March 17.
- "LATEST RESULTS (Supported Sixteen)" updated St. Louis alert went out March 21, summarizing the third round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Engaged Eight)" updated St. Louis alert went out March 28, summarizing the fourth round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Philanthropic Four)" updated St. Louis alert went out March 30, summarizing the fifth round of the tournament.
- "FINAL RESULTS (Championship round summary)" updated St. Louis alert with final/summary language went out April 4, summarizing the tournament numbers overall in St. Louis as well as the other four markets. The April 10 Pacer's game event language was looped into this April 4 alert, as well as the April 5 in-town celebration event.
- Follow ups to all pending opportunities wrapped up the week of April 11.

Ann Arbor (Pep rally Feb. 10)

- Ann Arbor announcement release went out on Oct. 13, 2015.
- Targeted pitching/follow up continued during the weeks of Nov. 2 - Nov. 30, 2015.
- Initial distribution of overarching/all markets release on Dec. 10, 2015 to all print/radio/TV media in Ann Arbor and surrounding areas.
- "TWO WEEKS OUT" nonprofit registration deadline reminder went out Dec. 17, 2015 (overarching 5-market release).
- "THIS WEEK" nonprofit registration deadline reminder went out on Dec. 28, 2015 (overarching 5-market press release).
- "ONE MONTH OUT" Ann Arbor-specific pep rally media alert, went out Jan. 11, 2016, highlighting pep rally info.
- "TWO WEEKS OUT" reminder went out Jan. 27, 2016, highlighting pep rally info (market media alert).
- "THIS WEEK" reminder went out Feb. 8, 2016, highlighting pep rally info (market media alert).
- Updated Ann Arbor media alert with "bracket available online" link/info, distributed on Feb. 12, 2016.
- "ONE WEEK" reminder went out on Feb. 19, 2016, highlighting tournament launch date.
- "THIS WEEK" reminder went out on Feb. 23, 2016, highlighting tournament launch date.

- "ROUND ONE RESULTS" updated Ann Arbor alert went out on March 7, 2016, summarizing the first round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "ROUND TWO RESULTS" updated Ann Arbor alert went out March 14, summarizing the second round of the tournament. Follow up pitching went out mid-week, per Trello story updates, and included local "Supported Sixteen" event info for March 18.
- "LATEST RESULTS (Supported Sixteen)" updated Ann Arbor alert went out March 21, summarizing the third round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Engaged Eight)" updated Ann Arbor alert went out March 28, summarizing the fourth round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Philanthropic Four)" updated Ann Arbor alert went out March 30, summarizing the fifth round of the tournament.
- "FINAL RESULTS (Championship round summary)" updated Ann Arbor alert with final/summary language went out April 4, summarizing the tournament numbers overall in Ann Arbor as well as the other four markets. The April 10 Pacer's game event language was looped into this April 4 alert.
- An onsite media alert went out Thursday, April 7 with the final banner hanging celebration event info. Follow ups continued the week of April 11.
- Follow ups to all pending opportunities wrapped up the week of April 11.

Minneapolis (Pep rally Feb. 12)

- Lunch and Learn pitching went out the week of Nov. 2, 2015.
- Minneapolis announcement release went out on Dec. 4, 2015.
- Targeted pitching/follow up continued during the weeks of Nov. 2 - Dec. 7, 2015.
- "TWO WEEKS OUT" nonprofit registration deadline reminder went out on Dec. 17, 2015 (shared the overarching 5-market press release).
- "THIS WEEK" nonprofit registration deadline reminder went out on Dec. 28, 2015 (overarching 5-market press release).
- "ONE MONTH OUT" Minneapolis-specific media alert went out on Jan. 11, 2016, highlighting pep rally info.
- "TWO WEEKS OUT" reminder went out on Jan. 27, 2016, highlighting pep rally info.
- "THIS FRIDAY" reminder went out on Feb. 9, 2016, highlighting pep rally info.
- Updated Minneapolis media alert with "bracket available online" link/info, distributed on Feb. 16, 2016.
- "ONE WEEK" reminder went out on Feb. 18, 2016, highlighting tournament launch date.
- "THIS WEEK" reminder went out on Feb. 23, 2016, highlighting tournament launch date.
- "ROUND ONE RESULTS" updated Minneapolis alert went out on March 7, 2016, summarizing the first round of the tournament. Follow up pitching went out mid-week, per Trello story updates.

- "ROUND TWO RESULTS" updated Minneapolis alert went out March 14, summarizing the second round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Supported Sixteen)" updated Minneapolis alert went out first thing on March 22, summarizing the third round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Engaged Eight)" updated Minneapolis alert went out March 28, summarizing the fourth round of the tournament. Follow up pitching will go out mid-week, per Trello story updates.
- "LATEST RESULTS (Philanthropic Four)" updated Minneapolis alert went out March 30, summarizing the fifth round of the tournament.
- "FINAL RESULTS (Championship round summary)" updated Minneapolis alert with final/summary language went out April 4, summarizing the tournament numbers overall in Minneapolis as well as the other four markets. The April 10 Pacer's game event language was looped into this April 4 alert.
- An onsite media alert went out Thursday, April 7 with the final banner hanging celebration event info. Follow ups continued the week of April 11.
- Follow ups to all pending opportunities wrapped up the week of April 11.

Louisville (Pep rally Feb. 16)

- Louisville announcement release went out on Oct. 5, 2015.
- Targeted pitching/follow up continued during the weeks of Nov. 2 - Nov. 30, 2015.
- Initial distribution of overarching/all markets release on Dec. 10, 2015 to all print/radio/TV media in Louisville and surrounding areas.
- "TWO WEEKS OUT" nonprofit registration deadline reminder went out on Dec. 17, 2015 (overarching 5-market press release).
- "THIS WEEK" nonprofit registration deadline reminder went out on Dec. 28, 2015 (overarching 5-market press release).
- "ONE MONTH OUT" Louisville-specific media alert went out on Jan. 14, 2016, highlighting pep rally info.
- "TWO WEEKS OUT" reminder went out on Feb. 2, 2016, highlighting pep rally info.
- "NEXT TUESDAY" reminder went out on Feb. 11, 2016, highlighting pep rally info.
- "ONE WEEK" reminder went out on Feb. 18, 2016, highlighting tournament launch date/bracket live online info.
- "THIS WEEK" reminder went out on Feb. 23, 2016, highlighting tournament launch date.
- "ROUND ONE RESULTS" updated Louisville alert went out on March 7, 2016, summarizing the first round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "ROUND TWO RESULTS" updated Louisville alert went out March 14, summarizing the second round of the tournament. Follow up pitching went out mid-week, per Trello story updates, and included local "Supported Sixteen" event info for March 18.

- "LATEST RESULTS (Supported Sixteen)" updated Louisville alert went out March 21, summarizing the third round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Engaged Eight)" updated Louisville alert went out March 28, summarizing the fourth round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "LATEST RESULTS (Philanthropic Four)" updated Louisville alert went out March 30, summarizing the fifth round of the tournament.
- "FINAL RESULTS (Championship round summary)" updated Louisville alert with final/summary language went out April 4, summarizing the tournament numbers overall in Louisville as well as the other four markets. The April 10 Pacer's game event language was looped into this April 4 alert.
- An onsite media alert went out Friday, April 8 with the final banner hanging celebration event info. Follow ups continued the week of April 11.
- Follow ups to all pending opportunities wrapped up the week of April 11.

Indianapolis (Pep rally Feb. 16)

- Initial press release distributed Sept. 14, 2016 to all print/radio/TV media in Indianapolis and surrounding areas.
- Consistent/targeted pitching continued, including reaching out to sports-focused and community-focused media in Indianapolis and surrounding areas.
- 5 DAYS LEFT reminder went out on Sept. 25, 2016 (Inflategate press release)
- Indianapolis announcement release went out on Dec. 3, 2015.
- Overarching 5-market press release went out on Dec. 10, 2015.
- "TWO WEEKS OUT" nonprofit registration deadline reminder went out on Dec. 17, 2015 (overarching 5-market press release).
- "THIS WEEK" nonprofit registration deadline reminder went out on Dec. 28, 2015 (overarching 5-market press release).
- "ONE MONTH OUT" Indianapolis-specific media alert went out on Jan. 18, 2016, highlighting pep rally info.
- "TWO WEEKS OUT" reminder went out on Feb. 8, 2016, highlighting pep rally info.
- "THIS THURSDAY" reminder went out on Feb. 15, 2016, highlighting pep rally info.
- "THIS WEEK" reminder went out on Feb. 22, 2016, highlighting tournament launch date/bracket live online info.
- "ROUND ONE RESULTS" updated Indianapolis alert went out on March 7, 2016, summarizing the first round of the tournament. Follow up pitching went out mid-week, per Trello story updates.
- "ROUND TWO RESULTS" updated Indianapolis alert went out March 14, summarizing the second round of the tournament. Follow up pitching went out mid-week, per Trello story updates, and included local "Supported Sixteen" and "Engaged Eight" event info for March 18 and March 24.
- "LATEST RESULTS (Supported Sixteen)" updated Indianapolis alert went out March 21, summarizing the third round of the tournament. Follow up pitching went out mid-week, per Trello story updates.

- "LATEST RESULTS (Engaged Eight)" updated Indianapolis alert went out March 28, summarizing the fourth round of the tournament. Follow up pitching will go out mid-week, per Trello story updates.
- "LATEST RESULTS (Philanthropic Four)" updated Indianapolis alert went out March 30, summarizing the fifth round of the tournament and including the April 10 Pacers game info for onsite media interest.
- "FINAL RESULTS (Championship round summary)" updated Indianapolis alert with final/summary language went out April 4, summarizing the tournament numbers overall in Indianapolis as well as the other four markets. The April 10 Pacer's game event language was looped into this April 4 alert and follow ups pushing onsite media opportunities for the April 10 continued the week of April 4.
- Follow ups to all pending opportunities wrapped up the week of April 11.

Other Markets/Outreach Efforts:

Cincinnati 2017

- The **Cincinnati market announcement** release went out Tuesday, March 29 to local media as well as over the PRWeb wire. A follow up went out the week of April 4, with the final results from the 2016 tournament.
- **Follow ups to Cincinnati media regarding nonprofit registration will go out in synch with the timing for the other 2017 tournament markets media outreach regarding registration.**

National pitching

- Pitch connecting Brackets For Good tournament with the NCAA tournament was distributed on a **national level** on Thursday, March 17.
- **A final results/5-market summary press release** went out on a national/regional level on Thursday, April 7. Follow up continues the week of April 11.
- **Follow ups to media outlets that have covered Brackets For Good in the past** continued the week of April 11, especially highlighting the final 2016 tournament stats.
- **Targeted pitching to national outlets focused on business, philanthropy, etc** continues through April, highlighting 2016 tournament recap/statistics.

Blog Support

We have assisted with/completed the following blogs on behalf of the Brackets For Good website:

- Youthbridge

<https://bfg.org/2016/02/04/youthbridge-exists-to-help-nonprofits-focused-on-improving-the-lives-of-children>

- FirstPerson Advisors
<https://bfg.org/2016/02/02/firstperson-is-proud-to-call-indy-home>
- Bloomerang
<https://bfg.org/2016/02/01/a-nonprofit-donor-database-for-the-modern-fundraiser>
- United Way
<https://bfg.org/2016/02/03/united-way-of-washtenaw-county-focuses-on-financial-stability-of-working-individuals-and-families>
- Somerset CPA
<https://bfg.org/2016/02/04/somerset-cpas-and-advisors-help-spread-christmas-cheer>
- Center for Nonprofit Excellence
<https://bfg.org/2016/02/05/3096>
- Hedges & Associates
<https://bfg.org/2016/02/05/hedges-associates-strategic-thought-partners>
- Charitable Allies
<https://bfg.org/2016/02/06/3113>
- MOBI
<https://bfg.org/2016/02/13/mobi-returns-to-sponsor-the-5th-year-in-indianapolis>
- Bohlsen Group
<https://bfg.org/2016/02/15/bohlsen-group-a-pioneer-of-corporate-social-responsibility>
- Helicon / Pulp Functions
<https://bfg.org/2016/02/16/dj-helicon-continues-to-spearhead-art-music-and-philanthropy-events-in-indy>
- Epic Insurance Solutions

<https://bfg.org/2016/02/17/more-than-helping-you-love-insurance-epic-insurance-solutions-loves-their-community>

- Valeo

<https://bfg.org/2016/02/17/valeo-financial-advisors-has-emphasized-philanthropy-since-its-founding>

- Kiefer Wealth Management Group

<https://bfg.org/2016/02/12/kiemer-wealth-management-group-runs-for-the-community>

- BAM Marketing

<https://bfg.org/2016/02/10/bam-marketings-philanthropic-efforts-emphasize-pro-bono-service>

- Candidio

<https://bfg.org/2016/02/11/candidio-real-simple-fun-fresh-and-clever>

- Daredevil

<https://bfg.org/2016/02/09/daredevil-brewing-is-back-for-more-fundraising-madness-in-2016>

- Distinct Images

<https://bfg.org/2016/02/14/distinct-images-and-importance-of-community-support>

- Ferguson Roofing

<https://bfg.org/2016/02/08/community-service-is-a-cornerstone-for-fergus-roofing>

- Fretless

<https://bfg.org/2016/02/12/fretless-web-and-mobile-applications-that-directly-increase-your-bottom-line>

- SofterWare, Inc and DonorPerfect

<https://bfg.org/2016/02/07/top-rated-donor-management-software-donorperfect-supports-nonprofits-beyond-tournament-play>

- Luther Automotive

<https://bfg.org/2016/03/01/luther-automotive-group-is-driven-by-service>

- Halftime Recap
<https://bfg.org/2016/03/09/half-time-recap-top-ten-nonprofit-plays-of-round-1-2016>
- Cityway
<https://bfg.org/2016/03/10/3348>
- Round 2 Halftime Recap
<https://bfg.org/2016/03/16/half-time-recap-top-ten-nonprofit-plays-of-round-2-2016>
- Supported 16 Halftime Recap
<https://bfg.org/2016/03/23/half-time-recap-supported-16-2016>
- Cincinnati release
<https://bfg.org/2016/03/29/bracket-style-fundraiser-expands-to-cincinnati-area-in-2017-promises-10k-to-winning-nonprofit>
- Philanthropic Four introduction
<https://bfg.org/2016/03/29/the-clock-is-ticking-down-and-the-game-is-close>
- Congratulations to the Champions
<https://bfg.org/2016/04/11/congratulations-to-the-2016-champions>
- 2016 Stats and Recap
<https://bfg.org/2016/04/13/2016-stats-and-recap-what-you-should-know>
- National PR
<https://bfg.org/2016/04/15/fundraising-madness-raises-1-4-million-for-nonprofits-in-bracket-based-tournament>
- Ecology Center Celebration
<https://bfg.org/2016/04/16/2016-brackets-for-good-celebration-honoring-ecology-center>

- FEAT of Louisville celebration

<https://bfg.org/2016/04/18/2016-brackets-for-good-celebrate-families-for-effective-autism-treatment-feat-of-louisville>

- Athletes for Animals Celebration

<https://bfg.org/2016/04/19/2016-brackets-for-good-celebrate-athletes-for-animals-of-st-louis>

- Spare Key Celebration

<https://bfg.org/2016/04/20/2016-brackets-for-good-celebrates-spare-key-of-minnesota>

Interviews / Advance promotional coverage

St. Louis

- **Community News** - **COMPLETED**: Pep rally article, interviewed Matt McIntyre on Feb. 11. Article link in coverage section below.
- **Emmis Communications** - **CONFIRMED**: Planning to run 15-second audio clip during tournament. All set, coordinated with Matt for clip.
- **St. Louis Review** - **COMPLETED**: Live tournament mention, link in coverage section below.
- **KTVI (Fox)** - **COMPLETED**: In-studio interview March 12 with Michael Howard with YouthBridge. Link in coverage section below.
- **KSDK (NBC)** - **COMPLETED**: Onsite coverage at March 17 "Supported Sixteen" event and April 5 "banner hanging" event for Athletes For Animals, coverage links below.
- **Town&Style** - **CONFIRMED**: Interviews with Matt McIntyre and David Backes took place the week of April 11. Will send final article link when available.

Ann Arbor

- **WOLV-TV** - Agreed to attend and cover the pep rally. Upon follow up/searching for coverage, it appears the station **did not attend**.
- **Ann Arbor Observer** - **COMPLETED**: Shared tournament info via social media. Coverage links included in section below. Considered sharing photo from banner hanging celebration event, did not end up doing so.
- **Detroit Free Press** - Declined interest in sharing information about the nonprofit application deadline in December; continued to follow up for additional

opportunities during tournament. Did not hear from contact upon continued follow ups.

- **The Michigan Daily** - Expressed potential interest, did not hear from contact upon continued follow ups.
- **Eagle Radio** - Expressed potential interest, did not hear from contact upon continued follow ups.
- **Ann Arbor Nights** - Initially expressed interest in the pep rally but ultimately decided not to cover.
- **WXYZ** - Initially expressed interest in covering pep rally but ultimately decided not to cover. Will continue to follow up for additional opportunities during the tournament.
- **DBusiness** - DECLINED interest in pursuing a story.
- **C&G Newspapers** DECLINED interest in pursuing a story (outside coverage area).
- **MLive** - Considered sharing photo from banner hanging celebration event, did not end up doing so.

Minneapolis

- **KMSP-TV (FOX)** - COMPLETED: In-studio interview Feb. 25 with Brent Suski from Rebuilding Together Twin Cities, highlighting tournament going live Feb. 26. Link in coverage section below. Follow up story did not occur, station decided not to pursue.
- **St. Paul Pioneer Press** - COMPLETED: Interviewed Matt McIntyre, article published Feb. 26. Follow up story posted April 4 around the conclusion of the tournament. Links in coverage section below.
- **Richfield Sun Current (ECM, Inc.)** - CONFIRMED: Interviewed Matt McIntyre on March 3. Link in coverage section below.
- **WCCO-TV (CBS)** - COMPLETED: Segment featuring Matt McIntyre and Special Olympics MN aired Feb. 26. Link in coverage section below.
- **WCCO-AM (CBS Radio)** - COMPLETED: Interviewed Matt and Anne Simonson of UMDF on March 6. Link in coverage section below.
- **East Side Review News** - COMPLETED: Interviewed Spare Key at April 14 banner hanging celebration event. Article link in coverage section below.

Louisville

- **Louisville Business First** - COMPLETED: Interview with Matt McIntyre re: Brackets For Good returning to Louisville in October 2015, article live Oct. 12, link in coverage section below.
- **WHAS-TV (ABC)** - COMPLETED: Interviewed FEAT of Louisville's Deborah Morton and former UofL basketball player Luke Hancock on Tuesday, Feb. 16. Links in coverage section below.
- **WDRB (FOX)** - COMPLETED: Covered the pep rally and interviewed Deborah Morton. Posted the BFG-Louisville promo video link on Facebook on March 16 with ask to support the final 16 nonprofits in the tournament. Links included in coverage section below.

- **WLKY (CBS) - COMPLETED:** Covered pep rally and interviewed Mark H. Oppenheimer, representing Bingham Greenebaum Doll LLP. Link in coverage section below.
- **Louisville Magazine – COMPLETED:** Included in the Events page (p.113) "Your Perfect March Day by Day." Link in coverage section below.

Indianapolis

- **Indy Star COMPLETED:** Article covering Inflatagate in September, coverage link below.
- **95.5 WFMS: COMPLETED:** Interviewed Matt McIntyre on Dec. 10 at 3:30pm.
- **Indianapolis Business Journal - COMPLETED:** Interviewed Matt McIntyre on Dec. 21 regarding market expansion in 2016, link to article in coverage section below.
- **Indy Star: COMPLETED:** Matt McIntyre featured in "5 Things I Love" column, article in separate PDF. coverage link below.
- **WISH (CBS): CONFIRMED:** Helped Brackets For Good enter into partnership with WISH for several segments. Links included in coverage section below.
- **Current in Zionsville - COMPLETED:** "Philanthropic Madness" story published on Feb. 9. Link in coverage section below. **COMPLETED:** Published an article to share the news of Joseph Maley winning the 2016 tournament. Coverage link below.
- **Current in Fishers** article has been reassigned to just being promoted in Current in Zionsville (above).
- **Inside Indiana Business with Gerry Dick: COMPLETED:** Article focused on market expansion in 2016 published Feb. 9, link in coverage section below.
- **WIBC - COMPLETED:** Phone interview with Matt McIntyre on Feb. 15.
- **Indy Star - COMPLETED:** Facebook post Feb. 17 about Indy pep rally, link in coverage section below.
- **FOX 59/CBS COMPLETED:** Live shots at the speak easy every hour from 4:30am - 9:30am on Feb. 18. Links in coverage section below.
- **FOX 59 COMPLETED:** Live, in-studio interview with Matt McIntyre on Feb. 20 for the morning show. Links in coverage section below. Considered onsite coverage for April 10 Pacers game, decided not to cover.
- **NUVO Food + Drink: CONFIRMED:** Shared information on the pep rally (link below) and will feature BFG / DareDevil collaboration in a Feb. 24th column. Link in coverage section below.
- **Inside Indiana Business with Gerry Dick - COMPLETED:** Live, in-studio Interview Feb. 25. Link in coverage section below.
- **Indy Star - COMPLETED:** Article published on Feb. 27 featuring tournament details. Link in coverage section below.
- **Salvation Army Radio - COMPLETED:** Phone interview with Matt McIntyre completed March 9, coverage link included in coverage section below.
- **WFYI - Declined -** Expressed strong interest, but no confirmed opportunity. General news manager received "latest results" updates.
- **Hamilton County Business Magazine - Declined -** No confirmed opportunity. Has latest results/final tournament info.
- **Inside Indiana Business with Gerry Dick - COMPLETED:** Originally requested phone interview following tournament results April 1, decided had enough

resources to compile article. Included final results of 2016 Brackets For Good tournament online on April 4. Considered onsite coverage for April 10 Pacers game, decided not to cover.

- **WCRD of Muncie Indiana** - **NO FOR NOW**: Glad to receive information for the 2016 tournament, but it's currently out of their scope. This may be an opportunity for next year.

National - Post Tournament

- **My Social Good News**: Reached out following the 2016 tournament result/conclusion for an interview; was told they may take awhile to respond, as they are backed up. Will let BFG know when we hear back.
- **Nonprofit quarterly**: Reached out following the tournament with the 2016 tournament result/statistics, offered to set up interview with Matt. Will continue to follow up.
- **Sporting News**: Reached out following the tournament with the 2016 tournament result/statistics, offered to set up interview with Matt. Will continue to follow up.
- **Chronicle of Philanthropy**: Reached out following the tournament with the 2016 tournament result/statistics, offered to set up interview with Matt. Will continue to follow up.

CVB/Community organization outreach

From September 2015 through the tournament in April 2016, we reached out to the following community organizations to ensure they had all necessary info surrounding the Brackets For Good tournament and all subsequent events for potential info sharing on their website and/or social media accounts:

St. Louis

- **Explore St. Louis**
- **Downtown STL**
- **St. Louis Convention and Visitor's Commission**
- **Greater Saint Louis Community Foundation**
- **St. Louis Regional Chamber**
- **Visit and Play - City of St. Louis**

Ann Arbor

- **Visit Ann Arbor**
- **Visit Ypsilanti** - **DECLINED** interest in covering - doesn't cover fundraising events.
- **Detroit Metro Convention & Visitors Bureau**
- **Livingston County Visitors Bureau**
- **Michigan Nonprofit Association**
- **Detroit Regional Chamber News** - Considered sharing info about tournament on social near the end of the tournament, but **did not end up doing so.**

Minneapolis

- **Visit Twin Cities** - Declined interest in helping spread the word.
- **StPaul.gov** - Declined interest in helping spread the word.
- **Minneapolis Northwest** - Declined interest in helping spread the word.
- **MinneapolisMN.gov** - Declined interest in helping spread the word.
- **North MPLS** - Declined interest in helping spread the word.
- **Explore Minnesota** - Declined interest in helping spread the word.
- **Visit St. Paul** - Declined interest in helping spread the word.
- **Bloomington CVB** - Declined interest in helping spread the word.

Louisville

- **GoToLouisville** - COMPLETED: Shared tournament information on events page and considered adding in Bureau Brief weekly newsletter. Link in coverage section below.
- **Visit Southern Indiana** - Showed interest, continued to follow up with no further response.
- **DO502**
- **Louisville.com**
- **Downtown Louisville**

Indianapolis

- **Downtown Indy** - COMPLETED: Tweeted about the tournament. Coverage link below.
- **Visit Indy** - COMPLETED: Shared tournament info via social media. Coverage link below.
- **IndyHub** - COMPLETED: Blog written by Jaymie Shook and Vicki Bohlsen about the BFG tournament. Published 2/2. Coverage link below

Blogger outreach

From September 2015 through the tournament in April 2016, we reached out to the following bloggers to ensure they had all necessary info surrounding the Brackets For Good tournament and all subsequent events for potential info sharing on their website and/or social media accounts:

St. Louis

- Lindsay and Ashley – **Heartland: Underdog**
- Melissa – **Sippy Cup Mom**
- Brian – **Hank's Sports Blog**
- Richie – **St. Louis Dad**

Ann Arbor

- Andrew Heller - **Come Heller High Water**

- Stephen Henderson – **Detroit Free Press Editorial Blog**
- Ben Connor Barrie – **Damn Arbor**
- Wendy– **Retired in Ann Arbor**
- Mark Bialek – **Ann Arbor Nights**
- Amanda Munson – **Travel Michigan / Pure Michigan**
- Sarah and Rebekah – **Michigirls**

Minneapolis

- Hannah - **CityPages** - **Declined** interest in helping spread the word; offered paid placement opp.
- General inquiry - **Twin Cities Refreshed**
- General inquiry - **Minneapolis Happening**

Louisville

- General inquiry - **Loueyville**
- General inquiry - **Louisville Distilled**
- General inquiry - **Brokensidewalk**
- General inquiry - **DO502**

Indianapolis

- **Twenty Something Indy** - **COMPLETED**: Promotional article published 2/26. Coverage link below.
- **DrinkIn.Beer** - **COMPLETED**: Tweeted information about BFG / Daredevil collaboration. Coverage link below.

Coverage / Mentions

St. Louis

St. Louis Business Journal - Article, nonprofit application deadline

http://www.bizjournals.com/stlouis/morning_call/2015/12/st-louis-arch-among-best-places-to-pop-the.html?ana=tw

St. Louis Business Journal - Nonprofit application deadline (shared via Twitter)

<https://twitter.com/stlouisbiz>

Association of Fundraising Professionals in St. Louis - Nonprofit application deadline (shared on Twitter)

<https://twitter.com/AFPSTL/status/676497146896515074>

KYKY - CBS Radio

http://events.y98.cbslocal.com/stlouis_mo/events/brackets-good-/E0-001-090443068-1@2016022600

KSDK (NBC)

http://events.ksdk.com/Brackets_For_Good/289452653.html

Eventful - St. Louis

<http://stlouis.eventful.com/events/brackets-good-/E0-001-090443068-1@2016022600>

StLouisCalendar.com

http://www.stlcalendar.com/event/index.php?category=18&month=2&day=26&year=2016&event_uid=102398&submit=detail

Community News

<http://issuu.com/mycnews/docs/cn-02-17-2016?e=2959064/33500459>

St. Louis Review - Mention

<http://stlouisreview.com/article/2016-03-10/senior-leaders-help>

KTVI (Fox) - In-studio interview March 12

<http://fox2now.com/2016/03/12/make-your-pick-in-the-brackets-for-good-charity-tournament/>

KSDK (NBC) - Supported Sixteen event March 17

<http://app.criticalmention.com/app/#clip/view/21854756?token=97b73c66-5de9-44bf-9fd9-b335731e29bb>

Estimated Local Audience: 85,979

Estimated Local Publicity Value: \$9,786

KSDK (NBC) - April 5 Banner Hanging Celebration Event

<http://www.ksdk.com/sports/nhl/blues/blues-backes-gets-a-buzz-for-charity/121610808>

Ann Arbor

PrideSource

http://www.pridesource.com/calendar_item.html?item=20481

Eastern Michigan University

<https://emich.edu/emutix/event.php?parent=208>

WAFB

<http://www.wafb.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

WTOC

<http://www.wtoc.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

NBC12

<http://www.nbc12.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

StreetInsider

[http://www.streetinsider.com/Press+Releases/Brackets+For+Good+Expands+to+Ann+Arbor+in+2016,+Promises+\\$10K+to+Winning+Nonprofit/10975370.html](http://www.streetinsider.com/Press+Releases/Brackets+For+Good+Expands+to+Ann+Arbor+in+2016,+Promises+$10K+to+Winning+Nonprofit/10975370.html)

Fox8Live

<http://www.fox8live.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

MyGTN-TV

<http://mygtn.tv/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

Equities

https://www.equities.com/index.php?option=com_k2&view=newsdetail&id=444352

Fox19

<http://www.fox19.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

CBS19

<http://www.cbs19.tv/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

University Chronicle website

<http://www.ssuchronicle.com/2015/10/15/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit/>

WALB

<http://www.walb.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

StreetInsider

<http://www.streetinsider.com/dr/news.php?id=10975370>

KCBD

<http://www.kcbd.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

Cleveland19

<http://www.cleveland19.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

WTVM

<http://www.wtvm.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

KAIT8

<http://www.kait8.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

KFVS12

<http://www.kfvs12.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

Hubbiz

<https://hubbiz.com/blog/ann-arbor-area-brackets-good-7769383552730298975>

Press Release Rocket

<http://www.pressreleaserocket.net/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit/346222/>

DMN Newswire

<http://dmnnewswire.digitalmedianet.com/articles/viewarticle.jsp?id=4118107>

WLTZ

<http://www.wltz.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

KATV

<http://katv.membercenter.worldnow.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

Benzinga

<http://www.benzinga.com/pressreleases/15/10/p5917158/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning->

Benzinga

<http://www.benzinga.com/pressreleases/15/10/p5917159/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning->

Valley SCW

<http://www.valleyscw.com/story/30269517/brackets-for-good-expands-to-ann-arbor-in-2016-promises-10k-to-winning-nonprofit>

PrideSource

<http://www.pridesource.com/article.html?article=75453>

Ann Arbor Observer

<https://twitter.com/AAObserver/status/703264840509423616>

<https://twitter.com/AAObserver/status/705038081339092992>

<https://www.facebook.com/AnnArborObserver/posts/10156568915415641>

Minneapolis

MN Nonprofits

<https://twitter.com/SmartNonprofits/status/677518552413437953>

Jabber Logic

<https://twitter.com/jabberlogic/status/678985300903899136>

Give MN

<https://twitter.com/givemn/status/680070252802224128>

Minneapolis Monthly

<http://www.minnesotamonthly.com/Events-Pics-Calendars/Calendar/index.php/name/Brackets-For-Good-Tournament/event/20442/>

WCCO-TV

http://events.minnesota.cbslocal.com/minneapolis_mn/events/brackets-good-tournam-/E0-001-090313430-0@2016022600

St. Paul Pioneer Press

http://events.twincities.com/minneapolis_mn/events/brackets-good-tournam-/E0-001-090313430-0@2016022600

Minnesota Spokesman-Recorder

<http://spokesman-recorder.com/event/brackets-good-tournament/>

The CW 23

<http://www.thecw23.com/template/cgi-bin/newcal.pl?op=preview&eventid=242710>

KARE-TV

http://events.kare11.com/Brackets_For_Good_Tournament/318144153.html

WCCO-TV (CBS)

<http://minnesota.cbslocal.com/2016/02/26/brackets-for-good-charity-challenge-coming-to-twin-cities/>

St. Paul Pioneer Press

<http://www.twincities.com/2016/02/26/brackets-for-good-donation-tournament-makes-minn-debut/>

MSN Health & Fitness

<http://www.msn.com/en-gb/health/medical/brackets-for-good-tournament-held-in-minnesota-for-the-first-time/vi-BBq3Rrk?refvid=BBm7xLG>

WCCO - AM (CBS Radio)

<http://minnesota.cbslocal.com/audio/steele-talkin-with-jearlyn-steele/>

PRWeb (Northern Tier press release distributed 3/11)

<http://www.prweb.com/releases/2016/03/prweb13257040.htm>

Sun Current

<http://current.mnsun.com/2016/03/15/a-slam-dunk-for-charity-in-richfield-bloomington/>

St. Paul Pioneer Press

<http://www.twincities.com/2016/04/04/how-march-madness-inspired-a-bracket-fundraiser-raised-271k-in-the-twin-cities/>

KMSP-TV

<http://app.criticalmention.com/app/#clip/share/21979859?token=c52225d1-53db-4bb7-9707-10c19a9de79d>

Estimated Audience: 31,327

Estimated Publicity Value: USD \$3,980.00

East Side Review News

<http://eastsidereviewnews.com/articles/2016/04/24/local-nonprofit-wins-brackets-good-tournament>

Louisville

Louisville Business First

<http://www.bizjournals.com/louisville/news/2015/10/12/basketball-themed-nonprofit-tournament-wants-to.html>

WHAS (ABC)

<http://www.whas11.com/story/entertainment/television/great-day-live/2016/02/16/nonprofit-brackets-go-head--head-help-those-need-brackets-good/80446748/>

WHAS (ABC)

<http://www.whas11.com/news/online-bracket-challenge-aims-to-help-children-with-autism/44894044>

WDRB (FOX)

<http://www.wdrb.com/story/31238735/with-brackets-for-good-everybody-wins>

WLKY (CBS)

<http://www.wlky.com/news/mayor-proclaims-brackets-for-good-bingham-greenebaum-doll-lp-day/38037126>

Louisville.com

<https://www.louisville.com/events/brackets-good-online-tournament-launches-louisville-feb-26-round-one-pairings-be-announced>

Louisville Town Planner

<http://www.townplanner.com/louisville/ky/event/charity-fundraiser/brackets-for-good-online-tournament-in-louisville-area/20160226/193654>

WHAS (ABC) -online

http://events.whas11.com/Brackets_For_Good_online_tournament_in_Louisville/289452083.html

nFocus Louisville

<http://www.nfocuslouisville.com/calendar/event/20488352/brackets-for-good>

GoToLouisville

<http://www.gotolouisville.com/play/events/event-details/index.aspx?eventSourceId=62389>

WAVE (NBC)

<http://www.wave3.com/story/31340513/local-charities-competing-in-brackets-for-good-tournament>

Louisville Magazine

<http://loumag.epubxp.com/i/642573-mar-2016>

WDRB (FOX) - Facebook post - Supported Sixteen, shared BFG-Louisville video

https://www.facebook.com/WDRBintheMorning/videos/1125318547498804/?video_source=pages_finch_thumbnail_video

Indianapolis

RTV6 Events

http://events.theindychannel.com/Brackets_For_Good_2016_Indianapolis_Pep_Rally_presented_by_Celadon_Trucking/289451752.html

RTV6 Events

http://events.theindychannel.com/Brackets_For_Good_online_tournament_returns_to_Indianapolis/289451786.html

WishTv8 Events

<http://wishtv.com/community/events-calendar/>

**Note: Search for Brackets or BFG*

Fox59 Events

<http://fox59.com/community-calendar/#/event/5221703-brackets-for-good?location=46278-indianapolis§ions=all&date=today>

Around Indy Events

<http://aroundindy.com/charity.php>

**Note: Search for Brackets or BFG*

IndyHub Events

http://indyhub.org/event/brackets-good-online-tournament-returns-indianapolis/?instance_id=4881

Indy Star

<http://www.indystar.com/story/life/2015/09/21/indy-nonprofit-turns-deflategate-head-giveaway/72576438/>

IBJ

<http://www.ibj.com/articles/56336-brackets-for-good-expanding-into-three-new-cities-in-2016>

Inside Indiana Business with Gerry Dick

<http://www.insideindianabusiness.com/story/30272999/brackets-for-good-expands>

Indy Star

http://bfg.org/wp-content/uploads/2016/01/INIBrd_01-01-2016_Prerun_1_D002-2015-12-29-PAGE_Taste-A_1_1_4PCUHT37-PAGE_Taste-A_1_1_4PCUHT37.pdf

**Note: print article scanned and hosted within BFG highlights*

Current in Zionsville

<http://www.currentzionsville.com/2016/02/09/philanthropic-madness-brackets-for-good-uses-ncaa-tournament-style-challenge-to-give-nonprofits-a-boost/>

Current in Zionsville

https://twitter.com/CI_Zionsville/status/697057432699142144

Inside Indiana Business with Gerry Dick

<http://www.insideindianabusiness.com/story/31180101/brackets-for-good-expands-again>

Drink Indiana Beer

<https://twitter.com/DaredevilBeer/status/694923692661301248>

Gregg Doyle FB page

<https://www.facebook.com/gregg.doyel/posts/10206666387191596>

NUVO Food + Drink

<http://www.nuvo.net/indianapolis/black-acre-and-fountain-square-turn-four/Content?oid=3799664>

Fox59 Pep Rally Interviews:

<http://fox59.com/2016/02/18/brackets-for-good-competition-brings-fundraising-madness-back-to-indy/>

Fox59 TV interview

<http://fox59.com/2016/02/20/area-non-profits-compete-to-earn-money-for-charities-in-brackets-for-good-tournament/>

Visit Indy Tweet

<https://twitter.com/VisitIndy/status/703334985567068161>

Indy Star article featuring UNICEF and BFG

<http://www.indystar.com/story/life/2016/02/27/young-artists-work-good-plainfield/80846482/>

Twenty-Something Indy blog

http://www.twentysomethingindy.com/2016/02/26/march-madness-meets-philanthropy-with-brackets-for-good-indianapolis/?utm_content=buffer3d890&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Twenty-Something Indy tweet

http://www.twentysomethingindy.com/2016/02/26/march-madness-meets-philanthropy-with-brackets-for-good-indianapolis/?utm_content=buffer3d890&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Inside Indiana Business tweet

<https://twitter.com/IIB/status/704350680182554626>

Inside Indiana Business Article

<http://www.insideindianabusiness.com/clip/12248744/brackets-for-good-expanding>

WISH - Partnership Segment

<http://wishtv.com/2016/02/28/new-kind-of-bracket-competition-helps-non-profits/>

IndyHub Article:

<http://indyhub.org/brackets-for-good-has-begun/>

IndyHub Twitter:

<https://twitter.com/IndyHub/status/705423300004937732>

WISH-CBS (Partnership) Tournament promo:

<http://wishtv.com/2016/03/01/make-your-pick-in-the-brackets-for-good/>

IndyStar - BFG Tourney mention

<http://www.indystar.com/story/life/2016/02/27/young-artists-work-good-plainfield/80846482/>

Inside Indiana Business with Gerry Dick

<http://www.insideindianabusiness.com/Clip/12248744/brackets-for-good-expanding>

Salvation Army Radio Show

<http://www.salvationarmyindiana.org/dw/podcasts/rsr-031316.mp3>

Downtown Indy Twitter

<https://twitter.com/IndyDT/status/707925767791861761>

WISH (CBS) - Partnership, tournament update story

<http://wishtv.com/2016/03/12/brackets-for-good-competition-continues/>

WISH (CBS) - Partnership, tournament update story

<http://wishtv.com/2016/03/22/indy-leading-the-way-in-brackets-for-good/>

WishTV Partnership: Final Four

<http://wishtv.com/2016/03/29/meet-the-final-four-in-the-brackets-for-good/>

WishTV Partnership: Winner Announced:

<http://wishtv.com/2016/04/03/winner-of-brackets-for-good-announced/>

Inside Indiana Business with Gerry Dick

<http://www.insideindianabusiness.com/story/31637605/brackets-for-good-brings-huge-impact-for-winner>

Current in Zionsville article feat. Joseph Maley Foundation

<http://www.currentzionsville.com/2016/04/19/joseph-maley-foundation-programs-benefit-from-brackets-for-good-victory/>

Charitable Advisors Newsletter

<http://charitableadvisors.com/e-newsletters/>

Cincinnati

Bezinga

<http://www.benzinga.com/pressreleases/16/03/p7781841/bracket-style-fundraiser-expands-to-cincinnati-area-in-2017-promises-10>

National

My Social Good News

<http://bit.ly/1qaovLY>

Virtual Strategies Magazine

<http://www.virtual-strategy.com/2016/04/08/fundraising-madness-raises-14-million-nonprofits-bracket-based-tournament#axzz45YHYC1Za>

Los Angeles Daily News

[http://markets.financialcontent.com/mng-lang.dailynews/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://markets.financialcontent.com/mng-lang.dailynews/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

The Miami Herald

[http://markets.financialcontent.com/mi.miamiherald/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://markets.financialcontent.com/mi.miamiherald/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

The Boston Globe

[http://finance.boston.com/boston/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://finance.boston.com/boston/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

Star Tribune

[http://markets.financialcontent.com/startribune/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://markets.financialcontent.com/startribune/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

WTHR (Indianapolis)

<http://www.wthr.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

WHDH (NBC, Boston)

<http://www.whdh.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

WDRB (Fox, Louisville)

<http://www.wdrb.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

KMOV (St. Louis)

<http://www.kmov.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

The Sacramento Bee

[http://markets.financialcontent.com/mi.sacbee/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://markets.financialcontent.com/mi.sacbee/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

FOX32 (Traverse City, Mich.)

<http://www.9and10news.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

WAVE (NBC, Louisville)

<http://www.wave3.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

Pittsburgh Post-Gazette

<http://markets.post-gazette.com/postgazette/news/read?GUID=31870625>

FOX19 (Cincinnati)

<http://www.fox19.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

Kansas City Star

[http://markets.financialcontent.com/mi.kansascity/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://markets.financialcontent.com/mi.kansascity/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

Idaho Statesman

[http://markets.financialcontent.com/mi.idahostatesman/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://markets.financialcontent.com/mi.idahostatesman/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

WTOL (Toledo, OH)

<http://www.wtol.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

KFVS (St. Louis)

<http://www.kfvs12.com/story/31681719/fundraising-madness-raises-14-million-for-nonprofits-in-bracket-based-tournament>

Inside Bay Area

[http://markets.financialcontent.com/mng-ba.iba/news/read/31870625/Fundraising_Madness_Raises_\\$1.4_Million_for_Nonprofits_in_Bracket](http://markets.financialcontent.com/mng-ba.iba/news/read/31870625/Fundraising_Madness_Raises_$1.4_Million_for_Nonprofits_in_Bracket)

Sign On San Diego

<http://markets.financialcontent.com/sandiego/news/read?GUID=31870625>