

# Coaches vs. Cancer to ring the NASDAQ Stock Market Closing Bell on January 28, 2013

## Event recognizes the 2013 Suits and Sneakers Corporate Challenge

Coaches vs. Cancer – a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches – will celebrate the 2013 Suits and Sneakers Corporate Challenge on Monday, January 28. Corporations are encouraged to join their favorite basketball teams in the fight against cancer by hosting a Wear Your Sneakers to Work Day, in which individuals make a minimum donation of \$5 to Coaches vs. Cancer for the opportunity to wear sneakers to work. Over 130 companies will be participating nationwide, including KPMG, Merrill Lynch, and Foot Locker, Inc. To celebrate this event, [Coaches vs. Cancer](#) will visit the NASDAQ MarketSite in Times Square.

In honor of the occasion, Mike Rice, Head Coach, Rutgers; Mo Cassara, Head Coach, Hofstra; Mitch Henderson, Head Coach, Princeton; Gene Keady, Head Coach, St. John's; Kris Kim, Eastern Division Chief Operating Office, American Cancer Society; and Tina Cervasio, sideline reporter for the New York Knicks, will ring the Closing Bell.

**Where:** NASDAQ MarketSite – 4 Times Square – 43rd & Broadway – Broadcast Studio

**When:** Monday, January 28, 2013 – 3:45 p.m. to 4:00 p.m. ET

**Satellite:** [Feed information is posted on NASDAQ.com](#)

**For more information contact:**

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