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

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