

# Hy-Vee and K-State Announce Partnership to Bring Hy-Vee Wildcat Classic to Sprint Center December 21

## *Kansas State to face UNLV in pre-holiday college basketball matchup on ESPN2*

**MANHATTAN, Kan.** (September 14, 2010) – Hy-Vee and Kansas State Athletics announced today that Hy-Vee will be the title sponsor of the Kansas State vs. UNLV basketball game at the Sprint Center in Kansas City, slated for Tuesday, December 21, 2010.

The Hy-Vee Wildcat Classic will feature two teams coming off NCAA Tournament appearances in 2009-10, including a run to the Elite Eight by K-State. A preseason Top 10 team under fourth-year coach **Frank Martin**, the Wildcats return five players with starting experience, including preseason All-American **Jacob Pullen**, from a team that won a school-record 29 games. Under the direction of former Wildcat standout **Lon Kruger**, the Runnin' Rebels could return all five starters from a team that won 25 games a year ago and advanced to the NCAA Tournament for the third time in the last four seasons. The game will tip off at 8 p.m. and will be broadcast nationally on ESPN2.

“Hy-Vee is excited to partner with Kansas State to bring this premier college basketball match-up to Kansas City,” said **Rob Eslick**, Assistant Vice President of Operations for Hy-Vee’s Southern Region. “With more than 25 stores in the Kansas City metropolitan area, we know that our customers in the metro love college sports and are passionate in supporting their favorite teams. We look forward to seeing a lot of purple in downtown Kansas City on December 21st.”

The game will also pit Kruger, a two-time Big Eight Player of the Year and former assistant (1978-81) and head coach (1986-90), against his alma mater for the second consecutive year. A year ago, the Wildcats knocked off the Rebels, 95-80, at the Orleans Arena in Las Vegas.

“This is a great opportunity to give our fans and alumni in the Kansas City area another chance to see us play in a world-class arena against a terrific team in UNLV,” said K-State head coach **Frank Martin**. “We appreciate Hy-Vee’s sponsorship of this game in an area that is very important to the future of our university and program.”

In the weeks leading up to the game, fans will have a chance to enter contests to win game tickets and various other prizes associated with the Hy-Vee Wildcat Classic. More information on those promotions will be announced in early November.

“We are excited to have Hy-Vee as the title sponsor of this event and appreciate their work, along with our K-State Sports Properties staff, to establish this partnership,” said Athletics Director **John Currie**. “This game affords us another opportunity to increase our presence and better serve our fans in the Kansas City area as well as showcase our university and men’s basketball program to not only the people of Kansas City but also a national television audience.”

Tickets for the game start at \$30, while lower level seats on the sidelines are priced at \$40. The most convenient way to order tickets is online at [www.k-statesports.com](http://www.k-statesports.com). Tickets may also be purchased in person at the K-State Athletic Ticket Office in Bramlage Coliseum or by calling toll-free, (800) 221.CATS.

Hy-Vee’s sponsorship of the basketball game reinforces the company’s strong commitment to athletes at every level in Kansas City and the surrounding communities. The company has been a sponsor of the Kansas City Royals for the past 10 years and is in the second year of a

long-term contract with the Kansas City Chiefs. In addition, Hy-Vee continues to support high school athletics in the metro area through scholarships, team and individual recognition and area tournaments.

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**About Hy-Vee, Inc.**

Hy-Vee, Inc. is an employee-owned corporation operating 230 retail stores in eight Midwestern states. For 2009 the company recorded total sales of \$6.4 billion, ranking it among the top 30 supermarket chains and the top 50 private companies in the United States. Visit the company's website at [www.hy-vee.com](http://www.hy-vee.com).

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