



INAUGURAL CORETTA SCOTT KING CLASSIC TO DEBUT ON MARTIN LUTHER KING JR. DAY FEATURING POWERHOUSE WOMEN'S COLLEGE BASKETBALL LINEUP

FOX Sports, Harris Blitzer Sports & Entertainment (HBSE) and Playfly Sports team up to launch first-of-its-kind event featuring Baylor, Maryland, Texas, UCLA at Newark's Prudential Center airing nationally on FOX

Tickets On Sale via Prucenter.com, Ticketmaster.com, and Prudential Center's Box Office

NEWARK, N.J. (September 24, 2024) – FOX Sports, Harris Blitzer Sports & Entertainment (HBSE), and Playfly Sports today announced a first-of-its-kind Division I women's basketball doubleheader, dubbed the **Coretta Scott King Classic**. The inaugural event will be held on January 20, 2025 - Martin Luther King Jr. Day - at Prudential Center in Newark, New Jersey, featuring four prestigious programs: Baylor, Maryland, Texas, and UCLA. The showcase will air on the FOX broadcast network.

The Coretta Scott King Classic (CSKC) was formed to honor the legacy of Mrs. King and celebrate female empowerment in sports. This is the first time the names of **Dr. Martin Luther King Jr.** and **Coretta Scott King** have been licensed for a sporting event. The CSKC joint venture partners have partnered with The King Center, founded by Coretta Scott King and currently led by their daughter Dr. Bernice A. King, to launch this event.

"My mother, Mrs. Coretta Scott King, is often thought of and honored as my father's dedicated spouse and life partner. But she was also a civil and human rights stalwart in her own right," said **Dr. Bernice A. King**, CEO of The King Center. "She lived for almost four decades following my father, Martin Luther King, Jr.'s assassination and continued the work to create a humane, just, equitable and peaceful world through 'Kingian' nonviolence. She was a leading advocate and activist in the causes of women's equality and empowerment. During a time when the recognition of female empowerment is on the rise and the fight for gender equality in sports is beginning to bear fruit, honoring my mother through a women's college basketball event bearing her name is timely and fitting. Her enduring message of love and nonviolence is sorely needed during the challenging times we currently face. I pray the use of her name for this event further fosters the perpetuation of her indelible legacy."

“We wanted to create an event with deeper meaning, one that encapsulates female empowerment and diversity in sports, during this time of meteoric growth for women’s sports, and we feel we’ve checked all those boxes,” said **Michael Neuman**, Co-Head of Playfly Sports Consulting, a division of Playfly Sports. “Being able to work with Dr. Bernice King and The King Center to honor her parents on MLK Day through such a prolific event, coupled with four powerhouse women’s basketball programs, you won’t want to be anywhere else on the afternoon of January 20th, other than Prudential Center or watching on FOX. Last year, college women’s basketball saw a 104 percent increase in viewership, and that number isn’t going to slow down.”

Broadcast nationally on FOX, the games will take place at 3:00 PM and 5:30 PM ET, with matchups of UCLA vs. Baylor and Texas vs. Maryland. Three of the four teams finished inside the top 15 of the 2023-24 Associated Press rankings, while two are projected to be placed in the preseason top 10 and another in the top 15.

“FOX Sports is thrilled to honor the legacy of Coretta Scott King and Dr. Martin Luther King Jr. by shining a light on the exponential growth of women’s basketball on a national stage on the FOX broadcast network,” said **Jordan Bazant**, Executive Vice President, FOX Sports. “The creation of the CSKC is a testament to the power and reach of women’s sports and we could not be more excited to showcase these elite programs and exceptional student-athletes to viewers across the country.”

“As women’s sports continues its enormous growth and popularity across the country, HBSE is honored to host perennial powers Baylor, Maryland, Texas, and UCLA for the inaugural Coretta Scott King Classic at Prudential Center this Martin Luther King Day,” said **Dylan Wanagiel**, Vice President, Sports Properties and Special Events, HBSE/Prudential Center. “HBSE is incredibly excited to collaborate with Playfly Sports and FOX Sports to attract some of the best women’s college basketball programs in the nation to Newark. Hosting this historic women’s basketball event embodies the spirit of empowerment and equality which Mrs. King championed, as these student-athletes continue to uplift the next generation of leaders, both on and off the court.”

Dr. King historically had several ties to the state of New Jersey. Dr. King primarily lived in Camden from 1948-51 while serving as a seminarian in Philadelphia. Many believe King’s initial fight for civil rights began in Camden when he was informed of a restaurant in Maple Shade that was denying service to black patrons. Dr. King and a group of companions visited the restaurant, and when denied service, refused to leave. This is widely regarded as one of Dr. King’s first acts of civil disobedience. Additionally, he received an honorary Doctorate of Law from Jersey City’s St. Peter’s College in 1965 and gave multiple speeches within New Jersey borders.

Tickets for the Coretta Scott King Classic are on sale now via [Prucenter.com](https://prucenter.com), [Ticketmaster.com](https://ticketmaster.com), and Prudential Center’s Box Office. For Group opportunities and

experiences for 10+ people, contact 973-757-6000 or email groupevents@prucenter.com. For Premium seating opportunities, visit prucenter.com/premium.

Hear from the Head Coaches...

"We are very honored to have the opportunity to compete in the first-ever Coretta Scott King Classic in Newark. It is a privilege to honor such a powerful woman and her family on Martin Luther King Jr. Day this year as we play to celebrate their legacy of courage and commitment to social justice. Getting a chance to test ourselves on a national stage against an elite Bruin team will provide valuable experience for us in March. I can't wait to see our fans in the northeast take over the Prudential Center."

– Baylor Head Coach **Nicki Collen**

"We are thrilled to honor the legacy of Coretta Scott King and the entire King family by playing in this inaugural event. Bringing strong, fearless women together to play these games is such a special way to honor Coretta Scott King's memory and to educate others about the integral role she played in fighting for civil rights. We are honored to be included in this event."

– Maryland Head Coach **Brenda Frese**

"We here at The University of Texas are both excited and honored to take part in this event. Knowing the impact that Martin Luther King, Jr. has had on our country and in the world, and to be part of an event named after his wife on Martin Luther King, Jr. Day is an honor for us here at The University of Texas. We are excited about the opportunity to play Maryland, a well-coached and outstanding basketball team. We look forward to the opportunity"

– Texas Head Coach **Vic Schaefer**

"To be a part of excellent competition in playing Baylor and having national exposure is always special. When you can couple it with such an amazing, important cause and recognition in the Coretta Scott King Classic – acknowledging the great work of the King family – that's really unique. It's really an honor to be a part of it, and I love the vision that has been executed here. We're lucky to be participating in such a great event!"

– The Michael Price Family UCLA Head Coach **Cori Close**

Follow us on social media for more up-to-date information as it becomes available:

[@CSKClassic](#) (X) and [@CorettaScottKingClassic](#) (Instagram).

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About FOX Sports

FOX Sports is the umbrella entity representing Fox Corporation's wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, the business has ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing relationships. FOX Sports includes the sports television arm of the FOX Network; FS1, FS2, FOX Soccer Plus and FOX Deportes. FOX Sports' digital properties include FOXSports.com and the FOX Sports App, which provides live streaming video of FOX Sports content, instant scores, stats and alerts to iOS and Android devices. Also included in FOX Sports' portfolio are FOX's interests in joint-venture businesses Big Ten Network and the UFL and a licensing agreement that established the FOX Sports Radio Network.

About HBSE (Harris Blitzer Sports & Entertainment):

Founded by Josh Harris and David Blitzer in 2017, Harris Blitzer Sports & Entertainment (HBSE) is an industry-leading sports and entertainment group, with a focus on building passionate, high performing teams that strengthen our communities. Anchored in sports, venues and ventures, HBSE's diverse and global portfolio is centered around marquee assets, including the Philadelphia 76ers, the New Jersey Devils and the Prudential Center, the Washington Commanders, Joe Gibbs Racing, Crystal Palace of the English Premier League, as well as a growing presence across youth sports, the MLB, the MLS, and more. As proud stewards of some of the world's most prestigious franchises, brands and properties, we are committed to using our platform to positively impact the local communities where our teams play and perform. For additional information on HBSE, please visit [HBSE.com](https://www.hbse.com).

About Playfly Sports

Playfly Sports is a sports media, marketing and technology business centered around the team, league, brand, and network. Believing in 'Fandom as a Service' and focusing on a consultative, data driven approach to REACH, ENGAGE, MONETIZE AND MEASURE FANDOM gives the

company's partners and brands a competitive advantage. Playfly connects more than 2,000 brand partners with approximately 85% of all U.S. sports fans. Through the proprietary platform the business delivers scalable, data-oriented marketing, technology, and media solutions with capabilities including exclusive MMR management, sponsorship sales and activation, streaming, consulting, ticket/premium sales, all along with new revenue-driving platforms and technologies. Founded in September of 2020, Playfly Sports is now home to approximately 1,000 team members located across 43 U.S. states dedicated to maximizing the impact of highly passionate local sports fans. Follow Playfly Sports on social media [@PlayflySports](#) or visit www.playfly.com