

# IMAGINE DRAGONS AND WEEZER NEWLY ANNOUNCED TO JOIN THE NCAA MARCH MADNESS MUSICAL FESTIVAL LINEUP

Thursday, March 26, 2015



Indianapolis, IN (March 26, 2015) – Today **NCAA** and **Turner Live Events** announced additions to the impressive music lineup at the **2015 NCAA® March Madness® Music Festival™** in conjunction with the 2015 NCAA Men's Final Four®. The free, three-day music festival will be held at White River State Park in Indianapolis, IN and is produced by Turner Live Events.

Grammy award-winning rock band **Imagine Dragons** will headline the **AT&T Block Party** on Friday April 3 with fellow Grammy winners **Weezer** joining the day of performances. Imagine Dragons' sophomore full length release, *Smoke + Mirrors* was released in February and debuted at number one on the Billboard 200. Popular indie act **Cold War Kids** is also new to the roster and taking the stage Friday. The AT&T Block Party will be streamed live on Friday at 4:30 p.m. (EDT) at [Uverse.com/ATTBlockParty](http://Uverse.com/ATTBlockParty), on computer, mobile and tablet devices.

Chart-topping group **Passion Pit** has been added to the **Coke Zero™ Countdown Concert** on Saturday April 4.

ACM and CMA New Artist of the Year Nominee **Cole Swindell** will perform at the **Capital One JamFest** on Sunday, April 5. Other musical acts previously announced on the closing day of the festival include multi-platinum artists **Zac Brown Band** and **Lady Antebellum** and Grammy Award-winning country Star **Kacey Musgraves**.

For the first time ever, the 2015 NCAA March Madness Music Festival will also live stream this year's concerts at <http://www.ncaa.com/musicfest>. This site will be updated leading up to the festival with the latest announcements and timing details. Fans can stay in the know by following @FinalFour and @MarchMadness on Twitter.

This is a non-ticketed event open to the public on a first-come basis. You can access the full schedule here: <http://www.ncaa.com/musicfest>

Turner Sports and CBS Sports will provide live coverage of all 67 games from the 2015 NCAA Division I Men's Basketball Championship across four networks – TBS, CBS, TNT and truTV. For the second year in the event's 77-year history, the 2015 NCAA Division I Men's Basketball Championship National Semifinals will be presented live across three networks – TBS, TNT and truTV – to provide fans with a variety of viewing options for this marquee event. For the 34<sup>th</sup> consecutive year, CBS will broadcast the NCAA

National Championship game in 2015.

“Our NCAA Corporate Champions AT&T, Coke Zero and Capital One have really brought a strong lineup to Indianapolis for the March Madness Music Festival as the lineups offer fans a wide range of musical talent this year,” said Keith Martin, NCAA managing director of marketing and broadcast alliances. “We encourage people to get to the park early to scout out the spot they want since the concert is free and as they have to go through security and safety procedures to enter the park. We anticipate good crowds all weekend.”

Fans are encouraged to review security procedures for entering the March Madness Music Festival at White River State Park. Link:

[http://i.turner.ncaa.com/dr/ncaa/ncaa7/release/sites/default/files/images/2015/01/29/96063-41\\_8.5x11\\_security\\_flyer.pdf](http://i.turner.ncaa.com/dr/ncaa/ncaa7/release/sites/default/files/images/2015/01/29/96063-41_8.5x11_security_flyer.pdf)

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us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company)

### **About Capital One**

Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N. A., had \$205.5 billion in deposits and \$308.9 billion in total assets as of December 31, 2014. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients through a variety of channels. Capital One, N.A. has branches located primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index. Capital One, an NCAA Corporate Champion, began its affiliation with college sports with the sponsorship of the Capital One Bowl (formerly the Florida Citrus Bowl) in 2001. Since that time, Capital One has sponsored programs including the Capital One Mascot Challenge and Capital One Academic All-America Program. In 2010, it created the Capital One Cup to recognize the best men's and women's Division 1 College Athletics Programs in the country and awards a combined \$400,000 in student-athlete scholarships. As an NCAA Corporate Champion, Capital One supports all 89 NCAA Championships. In 2014, Capital One became an official sponsor of the Capital One Orange Bowl and the new College Football Playoff.

### **About the NCAA**

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 460,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Capital One and Coca-Cola—and the following elite companies as official Corporate Partners—Allstate, Bing (Microsoft), Buffalo Wild Wings, Buick (General Motors), Burger King, Enterprise, Infiniti, Kindle (Amazon), LG, Lowe's, Nabisco (Mondelez), Northwestern Mutual, Reese's (Hershey's), Unilever and UPS.

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For media or photo credential requests for the March Madness Music Festival, please visit here:  
<http://www.indianasportscorp.org/final-four-credential-form>

Specific event credentials will be issued for Friday, Saturday and Sunday (April 3-5) at White River State Park. Men's Final Four game credentials will not be accepted.