



**FOR IMMEDIATE RELEASE**

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## **CIAA Partners with Philadelphia 76ers star Allen Iverson**

*Conference and Crossover Promotions, Inc. Establishes New Scholarship Endowment Program*

**Hampton, V.A. (February 22, 2010)** – The Central Intercollegiate Athletic Association (CIAA) and Philadelphia 76ers star Allen Iverson have partnered to establish the CIAA Allen Iverson Scholarship Endowment. The extended scholarship program in conjunction with Iverson and Crossover Promotions, Inc., will support the CIAA’s mission to provide educational opportunities for students to attend any CIAA school. The CIAA Allen Iverson Scholarship Endowment will be an extension of the CIAA’s General Scholarship Fund and provide scholarships to future CIAA students.

“I am honored to join Commissioner Kerry and the CIAA in establishing the CIAA Allen Iverson Scholarship Endowment,” stated Philadelphia 76ers star Allen Iverson. “The CIAA means so much to this area and to the education of so many young kids.”

Crossover Promotions, Inc. will officially publicize the partnership during a special announcement and presentation to the CIAA at the 65<sup>th</sup> annual CIAA Men’s and Women’s Basketball Tournament on Saturday, February 27 during the second half of the men’s final at the Time Warner Cable Arena.

“The CIAA is excited to partner with Allen Iverson and Crossover Promotions, Inc. to announce the new scholarship endowment program,” says CIAA Commissioner, Leon Kerry. “Our youth are our future and a good education is very important to their success. We want to make sure we are providing high school graduates with as many opportunities as possible for an education at one of our CIAA institutions.”

During Tournament week, alumni and fans can make contributions by purchasing Reebok apparel, including Iverson’s shoe collection, NBA jerseys, fitted caps, bags, and athletic gear at special discounted prices at the Crossover Promotions, Inc. booth in the Time Warner Cable Arena. Proceeds from the merchandise sales will benefit the CIAA Allen Iverson Scholarship Endowment.

### **CIAA**

The Central Intercollegiate Athletic Association (CIAA) was founded in 1912 and is based in Hampton, Virginia. The CIAA is America’s oldest historically black college and university conference and is made up of 11 colleges and universities situated along the Eastern Seaboard. For more information about the CIAA Basketball Tournament, visit [www.ciaatournament.org](http://www.ciaatournament.org). For more information about the CIAA Conference, visit [www.theciaa.com](http://www.theciaa.com).

### **Crossover Promotions, Inc.**

Crossover Promotions, Inc. is a professional event marketing and management company based in Chesapeake, Va., founded in 1998. Crossover has managed professional events for many professional athletes and entertainers. One of the most notable events established by Crossover Promotions is the **Allen Iverson Celebrity Summer Classic**, which has spearheaded my fund raising initiatives for those in need. For more information about Crossover Promotions, Inc., visit [www.crossover-promotions.com](http://www.crossover-promotions.com)