



Nationwide

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College basketball all-star event served up HBCU sport, spirit and scholarship

Coming off the success of last summer's Classic For Columbus football game at Ohio Stadium, Nationwide once again showed its support for an event that showcases sports and entertainment as a vehicle to promote higher education and Historically Black College and Universities (HBCU) culture.

The College Basketball All-Star Game & Celebrity Extravaganza, hosted at Nationwide Arena on April 23, highlighted the basketball talent of top seniors from HBCUs nationwide and players representing Ohio's traditional universities, but the event promoted excellence and opportunity off the court as well. From career fairs to networking opportunities hosted throughout the weekend, diverse students, job seekers and business owners had the chance to make valuable connections that may benefit them along their academic or professional journeys.

"Nationwide has a long history of supporting HBCU-focused events and partners who share our commitment to educational development, economic inclusion and entrepreneurship," said Jim McCoy, Associate Vice President of Sports Marketing for Nationwide. "It was great to be a part of an event in our hometown that uniquely combines sports, empowerment and a celebration of HBCU culture."

Revenue from the basketball sports/entertainment events will fund two, year-round career pathways and workforce development programs administered by Classic For Columbus, the nonprofit organization that produced the HBCU Football Classic held at Ohio Stadium in August 2021.

The event also incorporated a women's empowerment mixer, a wealth education panel discussion, fashion and entertainment festivities for all ages, as well as a screening of the HBO Sports documentary, "Women of Troy," that chronicles the transcendent career of the Cheryl Miller-led USC Trojans and their impact on women's basketball.

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