



**For Immediate Release**  
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### ***LSU vs LA Tech Men's Basketball Game – Re-Launch***

**BOSSIER CITY, LA** – The men's college basketball match-up between LSU and Louisiana Tech, originally scheduled at Brookshire Grocery Arena on November 24, 2020, is now rescheduled for Saturday, December 18, 2021.

As the country continues its recovery from the COVID-19 pandemic, we are planning for a full capacity event in December. Both schools have proud, supportive fan bases in the region and across the State of Louisiana, so the demand for tickets will be high.

LSU Coach Will Wade is excited to play in front of a great crowd as well. "We look forward to coming to Bossier City on Dec. 18 for this game which will be a showcase of college basketball in the state of Louisiana. We hope all of our LSU fans in Northwest Louisiana, and college basketball fans in general, will get their tickets now as we face a very good Louisiana Tech team at Brookshire Grocery Arena."

Louisiana Tech Coach Eric Konkol has this to add, "After last year's game was postponed, we are thankful to bring this game to our fans in Shreveport-Bossier this season. LSU is a high-quality opponent and we are excited to be a part of this event to showcase college basketball in our state. We look forward to competing in front of fans from across Louisiana and the region at Brookshire Grocery Arena."

The Event's re-launch will kick off Wednesday, June 9<sup>th</sup> with tickets available for purchase at [www.ticketmaster.com](http://www.ticketmaster.com) and at the b1BANK box office located at Brookshire Grocery Arena. Tickets start at just \$15.

Fans that already bought tickets for this event at Brookshire Grocery Arena should keep them, as they will be valid for our new date of 12/18/21.

**About RPPI**

RPPI has organized over 850 major college and professional sporting events in over 35 plus years in the industry. RPPI is led by Founder and President Russ Potts. Russ has been a pioneer in sports marketing since his time at the University of Maryland (his alma mater), then becoming Director of Athletics at Southern Methodist University (SMU). Russ also served as Vice President of the Chicago White Sox before becoming a four-term State Senator in Virginia.

RPPI's sports marketing and event organization arm is currently managed by Senior Vice President Zach Franz, and Vice President of Business Development Adam Syprzak. In addition to sports marketing, promotion, and event organization, RPPI also provides business development, facilities consulting, fundraising, and corporate sponsorship services. For more Information: [www.rppi.net](http://www.rppi.net) or by phone at: (540) 665-0598

**About Brookshire Grocery Arena**

Since opening its doors in the late fall of 2000, Brookshire Grocery Arena has been on the map as one of the top entertainment destinations in the South. Located on the banks of the Red River in Bossier City, LA, the Brookshire Grocery Arena is a 270,000 square foot facility capable of hosting up to 14,000 patrons. The venue features world-class concerts, family shows, motor sports, rodeos, conventions, religious and community events, as well as other special events.

**About ASM Global**

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 300 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences.

ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world delivers locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners, and operations, and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit [www.asmglobal.com](http://www.asmglobal.com).