



# 2023 DEBORAH HEART AND LUNG CENTER JERSEY JAM

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**Rutgers Scarlet Knights**  
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### SERIES HISTORY

The Deborah Heart and Lung Center Jersey Jam is the first meeting between Rutgers and Princeton in 10 years! The last matchup was on December 11, 2013 in Piscataway where the Tigers triumphed over the Scarlet Knights 78-73. Princeton leads the all-time series 75-45.

### ON THIS SAME DATE..

What is considered to be the first American football game was played 154 years ago on the same date as the Deborah Heart and Lung Center Jersey Jam - November 6, 1869, between Rutgers and Princeton. The teams consisted of 25 players each and used a round ball that could not be picked up or carried. The ball could be kicked or batted with the feet, hands, head, or sides. Rutgers won the game 6-4.

### DEEPEST NCAA TOURNAMENT RUNS

#### Rutgers: Final Four 1976

The Scarlett Knights reached the 1976 final four with a perfect record of 30-0. Rutgers defeated Princeton in the first round of the tournament.

#### Princeton: Final Four 1965

The Tigers advanced to the national semifinal in 1965 where they fell to Michigan. Princeton would win the third-place game over Wichita State.

### THE WILDEST GAME OF THE MATCHUP

In a year which would end in a final four appearance for Rutgers, the undefeated Scarlett Knights clashed with Princeton in the first round of the NCAA Tournament. With Princeton trailing 54-53 in the final seconds, 90% free throw shooter Peter Malloy was fouled with a chance to win the game. Rutgers coach Tom Young called two consecutive timeouts to ice the shooter. Malloy missed the front end of the one-and-one and Rutgers held on for the victory.

### ON THE AIR...



Play-by-Play: Paul Burmeister  
Analyst: Tre Demps



Deborah Heart and Lung Center is New Jersey's only specialty heart, lung, and vascular Hospital, and is an Alliance member of the Cleveland Clinic Heart, Vascular & Thoracic Institute. Founded in 1922, Deborah has been a regional and national leader throughout its storied history. From performing the first open heart surgeries in New Jersey, to, today, running one of the highest volume Left-Ventricular Assist Device (LVAD) implant programs in the region. Deborah Heart and Lung Center offers nationally recognized care close to home. Learn more at [DemandDeborah.org](http://DemandDeborah.org).



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**WEBSITE:** EmpireClassic.net  
**TWITTER:** @empireclassicbb  
**INSTAGRAM:** @empireclassicbb



**VIVID SEATS LEGENDS CLASSIC** presented by **OLD TRAPPER**  
**WEBSITE:** LegendsClassic.com  
**TWITTER:** @legendsbball  
**INSTAGRAM:** @legendsclassic



**GOTHAM CLASSIC**  
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**TWITTER:** @gothamclassic  
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**SUNSHINE SLAM** presented by **Discount Tire**  
**WEBSITE:** SunshineSlam.com  
**TWITTER:** @thesunshineslam  
**INSTAGRAM:** @sunshine\_slam



**DEBORAH HEART AND LUNG CENTER JERSEY JAM**  
**WEBSITE:** JerseyJam.net  
**TWITTER:** @jerseyjambball  
**INSTAGRAM:** @jerseyjambball



**HOLIDAY HOOPFEST**  
**WEBSITE:** HolidayHoopfest.net  
**TWITTER:** @holihoopfest  
**INSTAGRAM:** @holiday.hoopfest



**KWIK TRIP HOLIDAY FACE-OFF**  
**WEBSITE:** HolidayFaceoff.com  
**TWITTER:** @holidayfaceoff  
**INSTAGRAM:** @holidayfaceoff



**COLLEGE BASKETBALL INVITATIONAL**  
**WEBSITE:** CollegeBasketballInvitational.com  
**TWITTER:** @cbitourney  
**INSTAGRAM:** @cbitourney



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## **WHO WE ARE...**

The Gazelle Group is a sports marketing firm located in Princeton, N.J., specializing in event production/management, client representation, and sponsorship consulting. Gazelle has the expertise and is committed to developing prioritized business plans that achieve its clients' marketing and financial goals. Since its formation in 1994, The Gazelle Group has established itself as a leader in the sports marketing industry.

## **WHAT WE DO...**

Companies, organizations, and individuals achieve maximum results with the integration of services and resources offered by Gazelle:

- sponsorship representation and sales
- coach representation
- advertising, promotions and publicity
- program production and advertising sales
- corporate endorsements
- personal appearances and motivational speaking
- merchandising and licensing
- TV rights, packaging, representation, and sales
- conceptualization and development of individual events and series
- creation and/or maintenance of Internet presence
- rights acquisition
- hospitality implementation and sales • project and event implementation
- signage and electronic imaging

Gazelle's operating philosophy is based upon the belief that, in the rapidly changing sports marketplace, corporations and sports organizations require a customized approach and strategy to develop and implement effective programs. This market-oriented approach enables a client to reach business objectives through a cost-efficient program designed specifically for that client. The client's individual needs are always the priority at Gazelle.

## **DID YOU KNOW ...**

**RICK GILES** founded The Gazelle Group in 1994 after spending eight years at Trans World International, the world's largest independent source and distributor of televised sports and a division of International Management Group (IMG), the world's largest sports management company. Giles is a graduate of Princeton University and the Stern School of Business at New York University.

