



## **ACC, Altice USA and ESPN Create Unique Experience for Madison Square Boys & Girls Club in Brooklyn at the New York Life ACC Tournament**

*New York, March 5, 2018* - The Atlantic Coast Conference, Altice USA (NYSE: ATUS) and ESPN have teamed up to bring the excitement of college basketball to children in the local New York City community. On Tuesday, March 6, the ACC, Altice USA and ESPN will host more than 40 children from the Thomas S. Murphy Clubhouse of Madison Square Boys & Girls Club at the *New York Life ACC Tournament* at Barclays Center in Brooklyn, N.Y. The kids will watch the matchup between No. 11 Syracuse and No. 14 Wake Forest, and will also experience an exclusive meet and greet with the ACC member schools' mascots.

"Altice USA is excited to partner with the ACC and ESPN to provide this unique experience for the children of Madison Square Boys & Girls Club to attend the ACC Tournament," said Lee Schroeder, Altice USA executive vice president of government and community affairs. "We are proud to be part of the communities we serve and value our partnerships with local organizations like the Boys and Girls Clubs of America that share our commitment to today's youth."

"We support the ACC and Altice USA in their commitment to local, non-profit organizations that serve members of the local New York community," said Chris Brush, Disney and ESPN Media Networks senior vice president, affiliate marketing. "The ACC Tournament delivers a thrilling live sports atmosphere and we look forward to sharing that experience with the kids of Madison Square Boys & Girls Club."

"We're thrilled to provide this special opportunity to Madison Square Boys & Girls Club through our relationship with Altice USA and ESPN," said ACC Commissioner John Swofford. "ESPN has been a terrific longtime partner, and we look forward to a long and successful relationship with Altice USA who became one of the first to reach a distribution agreement to carry the ACC Network."

As part of ESPN's latest distribution agreement with Altice USA, Optimum plans to distribute the ACC Network to video customers when it launches in August 2019.

### **About Altice USA**

Altice USA, the U.S. business of Altice N.V. (Euronext: ATC, ATCB), is one of the largest broadband communications and video services providers in the United States, delivering broadband, pay television, telephony services, Wi-Fi hotspot access, proprietary content and advertising services to approximately 4.9 million residential and business customers across 21 states through its Optimum, Lightpath and Suddenlink brands.

### **About ESPN Corporate Citizenship**

ESPN believes that, at its very best, sports uplifts the human spirit. Its corporate citizenship programs use power of sport to positively address society's needs through strategic community investments, cause marketing programs, collaboration with sports organizations and employee volunteerism, while also utilizing its diverse media assets. For more information go to [www.espn.com/citizenship](http://www.espn.com/citizenship).

### **About the ACC**

The Atlantic Coast Conference, now in its 65th year of competition and 15 members strong, has long enjoyed the reputation as one of the strongest and most competitive intercollegiate conferences in the nation. ACC members Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, NC State, Notre Dame, Pitt, Syracuse, Virginia, Virginia Tech and Wake Forest continue to build upon the cornerstones on which the league was founded in 1953 with a consistent balance of academics, athletics and integrity. The ACC currently sponsors 27 NCAA sports – 14 for women and 13 for men – with member institutions located in 10 states. For more information, visit [theACC.com](http://theACC.com) and follow @theACC on Twitter and on Facebook ([facebook.com/theACC](https://facebook.com/theACC)).

### **About the 2018 New York Life ACC Tournament**

The 2018 New York Life ACC Tournament will be played March 6-10 at Barclays Center in Brooklyn. The tournament will begin on Tuesday and will conclude with a primetime championship game on Saturday. All games will be nationally televised by ESPN and the ACC Network and be available on the ESPN app and on theACC.com. For more information on the full week of ACC festivities visit [theACC.com/ACCTourney](http://theACC.com/ACCTourney) or follow [#ACCTourney](https://twitter.com/ACCTourney).

### **About Madison Square Boys & Girls Club**

Since 1884, Madison has been saving and enhancing the lives of youth by providing youth development services for children in New York City's most disadvantaged communities. Programs are engineered to empower each member to achieve three priority outcomes: Academic Success, Good Character & Citizenship, and the adoption of a Healthy Lifestyle. Every day, Madison provides thousands of children with a safe and positive environment, one where fun is encouraged and positive role models are plentiful. A founding member of Boys & Girls Clubs of America, Madison currently serves more than 5,000 youth, ages 6 to 18, at four Clubhouses throughout Brooklyn and the Bronx.

[www.madisonsquare.org](http://www.madisonsquare.org)

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