



## *MATCHUPS ARE SET*

### *FOR THE 2024 KWIK TRIP HOLIDAY FACE-OFF*

July 25, 2024

**PRINCETON, N.J.** – The matchups are set for the 2024 **Kwik Trip Holiday Face-Off** ([@HolidayFaceoff](#)) which will take place December 28 – 29, 2024 at Fiserv Forum in Milwaukee, Wisconsin.

The fourth annual **Kwik Trip Holiday Face-Off** will begin with the semifinal round on Saturday, December 28 when Wisconsin takes on Ferris State, and UConn squares off against Alaska Fairbanks.

The Semifinal winners will meet for the **Kwik Trip Holiday Face-Off** title game on Sunday, December 29, along with the third place game.

Tickets for the **Kwik Trip Holiday Face-Off** are currently on sale. Both single-day and two-day packages are available for purchase at [TicketMaster.com](#).

To be the first to receive updates on the Kwik Trip Holiday Face-Off, sign up for [Gazelle Updates](#) and follow us on Twitter [@HolidayFaceoff](#) and Instagram [@HolidayFaceoff](#).

#### ---- FULL SCHEDULE----

##### Semifinal Doubleheader

Fiserv Forum – Milwaukee, Wisconsin

**December 28 – 1:30 p.m. (CT)**

##### Championship Doubleheader\*\*

Fiserv Forum – Milwaukee, Wisconsin

**December 29 – 1:30 p.m. (CT)**

UConn vs. Alaska Fairbanks

Consolation Game

Wisconsin vs. Ferris State

Championship Game

\*\*Wisconsin will play in the second game on both days of the event no matter the results on December 28<sup>th</sup>

Last year, then #6 ranked Wisconsin won the 2023 **Kwik Trip Holiday Face-Off** after defeating Air Force 3-0 in the semifinal and Northeastern 3-0 in the championship game.

### **About Kwik Trip**

Kwik Trip is a family-owned company founded in 1965. Kwik Trip operates over 870 stores and employs 38,000 co-workers across six states in Wisconsin, Minnesota, Iowa, Illinois, Michigan, and South Dakota. The stores receive daily deliveries of fresh baked goods, dairy products, soups, salads, fruit, produce, and sandwiches. Kwik Trip also sells grocery products, general merchandise, gasoline, and related petroleum products. The company operates its own bakery, dairy, water bottling line, kitchens, food safety lab, distribution center, ice plant, LP plant, blow mold facility, transportation company and health clinics. Kwik Trip makes, ships, and sells 80 percent of its own branded products and serves over 11.5 million guests per week. The C-store chain consistently ranks as a Top Workplace in each of its market areas. For more, visit [www.kwiktrip.com](http://www.kwiktrip.com).

### **About the Gazelle Group**

The Kwik Trip Holiday Face-Off is produced by the Gazelle Group of Princeton, N.J. The Gazelle Group is a sports marketing firm, specializing in event production and management, client representation, and sponsorship consulting. In addition to the Kwik Trip Holiday Face-Off, Gazelle produces numerous nationally recognized college basketball events, such as the Empire Classic, Legends Classic, Gotham Classic, Sunshine Slam, Jersey Jam, Boardwalk Battle, Deacon-Wolverine Challenge, Holiday Hoopfest, and the College Basketball Invitational as well as on-campus events at Duke, Kentucky, Ohio State, Marquette and other institutions across the country. For more information on the Gazelle Group, please visit [www.gazellegroup.com](http://www.gazellegroup.com).

### **About Fiserv Forum**

Fiserv Forum is a preeminent sports and entertainment arena in downtown Milwaukee that opened on Aug. 26, 2018. Designed by Populous, Eppstein Uhen Architects and HNTB, the venue offers incomparable sightlines, customer service, technology and amenities. Fiserv Forum includes 17,341 seats for basketball, 15,178 for hockey and up to 18,000 for concerts, with 34 luxury suites and three clubs. The world-class arena is home to the NBA's Milwaukee Bucks and Marquette University's men's basketball team and was selected to host the 2020 Democratic National Convention and the 2024 Republican National Convention. Named Billboard's Top Central U.S. Arena for 2024, Fiserv Forum hosts a diverse variety of year-round events, including major concerts, family shows and other sports and entertainment events. Fiserv Forum is the anchor of the surrounding 30-acre Deer District neighborhood, which is Milwaukee's premier location for

people to live, work and play. In 2021, Fiserv Forum was awarded LEED Gold Certification for sustainability performance. Founding Partners for Fiserv Forum include Fiserv, BMO, Froedtert & the Medical College of Wisconsin, Johnson Controls, Motorola, Potawatomi Hotel and Casino and Beechwood Sales and Service / Anheuser-Busch. For more information, please visit [fiservforum.com](https://www.fiservforum.com).