

FOR IMMEDIATE RELEASE

Worldwide Hoops Announces Inaugural Second Line Showcase in New Orleans

Fresno State, South Alabama and South Dakota State to Compete Thanksgiving Weekend; \$5 Tickets Available to Louisiana Residents Through November 2

NEW ORLEANS, La. — Worldwide Hoops is proud to announce the inaugural Second Line Showcase, a three-day NCAA Division I men's basketball event featuring Fresno State University, the University of South Alabama and South Dakota State University, November 27-29, 2026, at the Convocation Center at Xavier University of Louisiana in New Orleans.

Created as much to celebrate New Orleans as the basketball being played, the Second Line Showcase takes its name and inspiration from one of the city's most recognizable traditions. Just as a second line brings people together through music, movement and celebration, the Showcase was designed to bring that same energy to college basketball - both for fans inside the venue and those watching the live broadcast.

That concept will come to life throughout the weekend as a New Orleans second line band performs during pregame warmups before leading into the national anthem. At halftime, fans will be invited to join the band and march throughout the venue, transforming the traditional halftime break into an interactive second line celebration inspired by the experience found on the streets of New Orleans.

"There are a lot of college basketball events around the country, but there is only one New Orleans," said Nima Omidvar, President of Worldwide Hoops. "When we created the Second Line Showcase, we wanted to build an event that felt like the city hosting it. The second line represents energy, celebration, music and people coming together, and that is exactly the atmosphere we want fans to experience when they walk into the arena - and that we want viewers to feel when they watch our broadcasts from anywhere in the world."

2026 Second Line Showcase Schedule

Date	Time	Matchup
Friday, November 27	1:00 p.m.	Fresno State vs. South Alabama
Saturday, November 28	5:00 p.m.	South Alabama vs. South Dakota State
Sunday, November 29	5:00 p.m.	South Dakota State vs. Fresno State

More Than Basketball: Bringing the Second Line to College Basketball

The Second Line Showcase was created around a simple idea: the destination should be part of the event. Thanksgiving weekend provides visiting fans an opportunity to build a New Orleans vacation around college basketball while experiencing the food, music, hospitality, history and culture that have made the city one of America's most distinctive destinations.

At the center of the experience will be the tradition that inspired the event's name. Before each game, a New Orleans second line band will perform during team warmups, building the energy inside the arena before leading into the national anthem. At halftime, the experience will move beyond a traditional performance. Fans will be invited to get out of their seats and join the band in a procession throughout the venue, creating an indoor version of the second line experience found on the streets of New Orleans.

Worldwide Hoops intends to establish the halftime second line as an annual tradition of the Showcase, giving New Orleans residents an opportunity to celebrate an important part of their city's culture while providing visiting fans with an experience unique to the destination. The experience will also become part of the event's live broadcast presentation, allowing viewers around the country to see and hear the atmosphere that distinguishes the Second Line Showcase from a traditional college basketball event.

"We don't want New Orleans simply listed as the location on the bottom of a television screen," Omidvar said. "We want it to be part of the show. When that band starts playing and our fans get out of their seats and join the second line at halftime, we want someone watching hundreds or thousands of miles away to immediately know they're watching basketball from New Orleans. For the people who traveled here, we want them to leave saying they experienced something they simply couldn't have experienced anywhere else."

New Orleans Welcomes the Second Line Showcase

The inaugural Second Line Showcase represents an opportunity to bring another NCAA Division I men's basketball event to a city with a deep connection to basketball, major sporting events and destination hospitality.

"We are incredibly grateful for the support we have received from New Orleans & Company in helping curate this concept from vision to reality," said Nima Omidvar, President of Worldwide Hoops. "From the beginning, our goal has been to create an event that feels authentically New Orleans - not simply a basketball event that happens to be played here. New Orleans & Company has helped us better understand how to connect the basketball experience with the culture, hospitality and energy that make this city so special. Their collaboration has been invaluable as we have worked to build the inaugural Second Line Showcase."

Affordable Tickets and Family-Friendly Admission

Worldwide Hoops is committed to making the inaugural Second Line Showcase an affordable and accessible experience for basketball fans and families throughout New Orleans and beyond. With tickets starting as low as \$5 and complimentary admission for all children ages 18 and under with the purchase of a ticket by an accompanying adult, the event offers an exceptional opportunity for families to enjoy NCAA Division I men's basketball during Thanksgiving weekend. All seating will be general admission within the selected seating section, with six options available to accommodate a variety of budgets and experiences: Baseline, Corner, Sideline, Midcourt, Courtside and Presidential Suite. Whether attending as a family, supporting a favorite university or simply enjoying the excitement of college basketball, fans can experience three days of high-level competition and the unmistakable energy of New Orleans at an affordable price.

For tickets and additional information, visit www.SecondLineShowcase.com.

Thanksgiving Weekend in New Orleans

The timing of the Second Line Showcase gives alumni, families and college basketball fans an opportunity to spend Thanksgiving weekend in New Orleans while attending three days of Division I basketball. Worldwide Hoops is developing fan experiences surrounding the games designed to encourage visitors to explore the city and experience New Orleans beyond the arena.

Additional information regarding official fan events, hotel packages, transportation, entertainment and other Second Line Showcase experiences will be announced leading up to the event.

How to Watch

All three Second Line Showcase games will be available through Worldwide Hoops' digital broadcast platforms, giving fans across the country the opportunity to follow their teams throughout Thanksgiving weekend. Broadcast schedules, participating platforms and direct viewing links will be announced closer to the event.

The Second Line Showcase broadcast will place an emphasis on the event's host city, incorporating New Orleans imagery, culture and atmosphere into the presentation.

About the Second Line Showcase

The Second Line Showcase is an NCAA Division I men's basketball event produced by Worldwide Hoops in New Orleans, Louisiana. Debuting November 27-29, 2026, the event combines Division I basketball with the music, culture, hospitality and energy of New Orleans to create a distinctive Thanksgiving weekend experience for participating programs, alumni, fans and broadcast audiences. The inaugural field features Fresno State University, the University of South Alabama and South Dakota State University.

About Worldwide Hoops

Worldwide Hoops is a comprehensive basketball organization specializing in event production, broadcasting, athlete representation, scheduling consultation, partnerships and revenue-generation solutions. Through innovative events and strategic relationships, Worldwide Hoops creates meaningful opportunities for universities, athletes, communities and corporate partners.

In 2026, Worldwide Hoops will host events in St. Petersburg, Florida; New Orleans, Louisiana; and Kansas City, Missouri. The company will also introduce At-Large Island, an international college basketball experience in Aruba, beginning in 2027.

Follow the Second Line Showcase

Website: www.SecondLineShowcase.com

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MEN'S COLLEGE BASKETBALL

NOVEMBER 27-29, 2026

XAVIER UNIVERSITY CONVOCATION CENTER

NEW ORLEANS, LOUISIANA

DOORS OPEN ONE HOUR BEFORE TIP-OFF



FRESNO STATE

FRIDAY • NOVEMBER 27 • 1:00 PM
FRESNO STATE vs SOUTH ALABAMA



SOUTH ALABAMA



SOUTH ALABAMA

SATURDAY • NOVEMBER 28 • 5:00 PM
SOUTH ALABAMA vs SOUTH DAKOTA STATE



SOUTH DAKOTA STATE



SOUTH DAKOTA STATE

SUNDAY • NOVEMBER 29 • 5:00 PM
SOUTH DAKOTA STATE vs FRESNO STATE



FRESNO STATE

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 **TICKET QUESTIONS: 850-890-9796**

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