



PRESS RELEASE

University of Wisconsin's Tamara Flarup Named Winner of Mel Greenberg Media Award

ATLANTA, Ga. (March 10, 2004) -- Tamara Flarup has been named the winner of the 2004 Women's Basketball Coaches Association's (WBCA) Mel Greenberg Media Award.

Named after Mel Greenberg, the Philadelphia Inquirer sportswriter who founded the Associated Press Top 25 women's basketball poll, the WBCA Media Award is presented annually to a member of the media who has best displayed a commitment to women's basketball and to advancing the role of the media in the women's game. Selected by past recipients of the award, the candidate must have had a positive impact on the growth and national or regional exposure of the sport; been involved in the media exposure of women's basketball for a minimum of five years; and should be a media ambassador for the women's game.

Currently serving as the Director of Web Site Services and women's basketball contact at the University of Wisconsin, Madison, Flarup has dedicated 25 years to the field of media relations. She also manages the content and design of the athletic department's official website, in addition to providing media support for women's basketball and the men's and women's golf programs.

Greenberg, the pre-eminent name in women's basketball coverage, was named the winner of the inaugural award in 1991. Flarup will be recognized at the 2004 Russell Athletic/WBCA Coach of the Year Luncheon on Tuesday, April 6, 2004 at noon at the New Orleans Marriott. The 2004 Russell Athletic/WBCA Coach of the Year Luncheon is a program of the WBCA National Convention held in conjunction with the 2004 NCAA Division I Women's Final Four in New Orleans, Louisiana.

As the 14th winner of the award, Flarup joins a distinguished list of recipients, including: Mechelle Voepel, Kansas City Star/ESPN (2003); Bob Kenney, Courier Post (2002); Robin Roberts, ABC News (2001); Vic Dorr, Richmond Times-Dispatch (2000); Ann Meyers-Drysdale, ESPN (1999); Mary Garber, Winston-Salem Journal (1998); the late Mitch Parkinson, Southern Illinois University (1997); Debby Jennings, University of Tennessee (1996); the late Mike Augustin, St. Paul Pioneer Press (1995); Mimi Griffin, MSG Promotions/ESPN (1994); Jane Burns, Des Moines Register (1993); Debbie Becker, USA TODAY (1992); and Mel Greenberg, Philadelphia Inquirer (1991).