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EATING IT UP
Food plays a role in Actor's apprentice show



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Elite Eight
Hoosier-heavy Bellarmine Knights advance in Division II tournament

The Courier-Journal

A GANNETT COMPANY

INDIANA EDITION LOUISVILLE, KENTUCKY courier-journal.com WEDNESDAY, MARCH 14, 2012 USPS 135560

NCAA MEN'S BASKETBALL TOURNAMENT
MARCH MADNESS

City's businesses in bonus situation

Tickets may be as much in demand as hotel, bar space



University of Kentucky fan Bruce Scott of Louisville takes photos of the waterfall in front of the KFC Yum! Center during a lunch break from his nearby job. Scott plans to go to UK's open practice and is trying to get tickets for the NCAA Tournament. SAM UPSHAW JR./THE COURIER-JOURNAL

Visitors bureau sees windfall of at least \$3 million as arena looks to break record

By Chris Otts
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The Courier-Journal

Is 9 a.m. too early for pizza and beer? Not on Thursday at Impellizzeri's, just a block down Main Street from the KFC Yum! Center.

The restaurant is opening two hours early — and staying open an extra two hours until 2 a.m. — to attract fans of the University of Kentucky, Iowa State and six other teams that will play at the arena during the second and third rounds of the NCAA Tournament.

"We're expecting this to be a record-breaking week for us," arena general manager Caleb

Schleifer said.

Louisville's first NCAA men's basketball postseason since 1991 should bring about \$3 million in spending to town — mostly at bars, restaurants and hotels downtown, according to Jim Wood, president of the Convention and Visitors Bureau.

Wood said that figure is a conservative "guestimate" based on his experience because no study has been done to determine the economic impact of the tournament games.

But it's clear having the games — four on Thursday and two on Saturday — will be "great business for Louisville," he said.

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The race to buy — and sell — tickets to UK's tournament game has begun

By Jennie Rees
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The Courier-Journal

Jeremy Jarvi knows where he'll be before the University of Kentucky plays its first game of the NCAA Tournament on Thursday in Louisville. He's just hoping he's inside the KFC Yum! Center for the 6:50 p.m. tipoff.

Jarvi is on the board of the 18,000-member Greater Louisville UK Alumni Club and worked to set up Patrick O'Shea's on West Main near the arena as the association's headquarters during the second- and third-round tournament games Thursday and Saturday.

That's where Jarvi will be before the game on Thursday. Like many of his fellow alums, Jarvi is looking for tickets for a game that he anticipates being an 80 percent pro-Kentucky crowd. But he's reasonably confident that by scouring social-media sites and networking with friends he'll get tickets without paying too exorbitant a price.

Others might not be so lucky. A survey of websites offering tickets for resale on Tuesday showed asking prices of as much as 30 times over face value.

"There are a lot of U of L fans who bought tickets in order to sell

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YOUR TOURNAMENT GUIDE

KFC YUM! CENTER

- WHAT'S ALLOWED**
- » Video and still cameras on practice days
 - » Still cameras only for games
- WHAT'S FORBIDDEN**
- » Alcohol
 - » Backpacks
 - » Banners
 - » Briefcases
 - » Cans and bottles
 - » Large bags
 - » Laser pens
 - » Strollers
 - » Smokeless tobacco products
 - » Umbrellas

NO ALCOHOL SOLD AT ARENA DURING NCAA

Unlike at Louisville games and concerts, the Yum! Center will not sell alcohol during NCAA tournament games on Thursday and Saturday. Pre-stocked alcohol can be consumed in suites, but not anywhere else in the arena.

GUIDE CAN HELP

If you're in Louisville for the tournament, check out our handy guide at www.courier-journal.com/ncaalouisville

There you'll find:

- » Places to eat, things to do.
- » Things near the KFC Yum! Center.
- » A collection of videos and information on each team.
- » Explore the KFC Yum! Center in video and photos.

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- » Follow sports conversations on the CJ's Facebook at www.facebook.com/courierjournalssports

INSIDE TODAY'S PAPER

- » UK coach John Calipari has his concerns as the top-seeded Wildcats prepare for the NCAA Tournament opener Thursday. **C1**
- » Davidson coach Bob McKillop said his team is more balanced than when they played in the 2008 tournament. **C7**
- » Thanks to a No. 6 seed, the Murray State Racers will have some extra incentive to do well. **C8**
- » Syracuse will play without starting center Fab Melo. **C9**



GOP PRIMARY

HOPEFULS BATTLE IN THE SOUTH

Santorum takes Ala.; close in Miss.

By David Espo
Associated Press

WASHINGTON — Rick Santorum won the Alabama primary Tuesday night and clung to a lead over Newt Gingrich and Mitt Romney in Mississippi, a deeply conservative Southern crossroads in the struggle for the Republican presidential nomination.

"We did it again," Santorum said before cheering supporters in Lafayette, La. He has long sought to emerge as Romney's sole rival from the right.

Romney, the far-away front-runner in the delegate chase, bristled in the hours before the votes were counted, saying Santorum was "at the desperate end of his campaign."

But it was Gingrich with the most to lose as he struggled for political survival in a part of the country he hoped would fuel one more comeback in the unpredict-



Santorum



Gingrich

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ONLINE

- » Latest results at www.courier-journal.com
- » Explore an interactive map of the GOP delegate count at www.courier-journal.com/electionky

Tobacco's status in trade deal contested

Kentucky growers urge crop's inclusion

By James R. Carroll
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The Courier-Journal

WASHINGTON — Tobacco growers and lawmakers from Kentucky and other states are squaring off against anti-smoking groups over whether to include the crop in a trade agreement that the United States is negotiating with eight nations in the Pacific region.

Public health groups insist that excluding tobacco from such trade agreements helps the worldwide campaign to reduce smoking. But the lawmakers and farmers contend that barring tobacco could cause economic damage in Kentucky and other states and set a bad precedent.

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KentuckianaGreen.com
Stories, blogs and daily tips for a greener life. Plus Jim Bruggers' "Watchdog Earth"

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36-HOUR FORECAST

Southern Indiana: Mostly sunny today; record high likely. Partly cloudy tomorrow; chance of rain.



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