



***** MEDIA ADVISORY *****
INVITATION TO COVER



WHAT: *CSN Bay Area TOMBOY Symposium – Elevating the Conversation about Gender in Sports* – Panel discussion featuring an impressive line-up of the Bay Area’s top sports voices and leaders who will examine gender balance in today’s evolving sports landscape, along with a special sneak preview screening of CSN Bay Area’s upcoming multi-platform documentary **TOMBOY**.

WHEN: Tuesday, February 28; 4:30 p.m. – 7:00 p.m.

WHERE: San Francisco State University (Coppola Theatre) 1600 Holloway Avenue, San Francisco

THEME: **How do we foster female leadership?**

GUEST PANELISTS:

Catherine Aker, Oakland A’s Director of Corporate Communications

Amy Gutierrez, CSN Bay Area San Francisco Giants in-game reporter

Odele Hawkins, Pac 12 Networks Senior Director of Talent & Development

Gail Hunter, Golden State Warriors VP of Public Affairs & Event Management

Ann Killion, San Francisco Chronicle sports columnist

Joan Ryan, 13-time Associated Press Sports Editors Award-winning journalist

Staci Slaughter, San Francisco Giants Executive VP of Communications & Senior Advisor to the CEO

Taneka Smothers, KNBR Producer & Audio Engineer

Neda Tabatabaie, San Jose Sharks VP of Business Intelligence

RSVP INFORMATION: The news media is encouraged to attend and cover this very special event. For press accommodations or for more information, please contact Jay dela Cruz, CSN Bay Area – (415-296-8900; jdelacruz@comcastsportsnet.com).

DETAILS: NBC Sports Regional Networks recently announced the launch of ~~TOMBOY~~, a multi-platform documentary project that aims to elevate the conversation about gender in sports, told through the voices of many of the world's most prominent female athletes, broadcasters and sports executives. The initiative culminates with a special one-hour documentary, also titled ~~TOMBOY~~. **In Northern California, ~~TOMBOY~~ will debut on Friday, March 10 at 8:00 p.m. on CSN Bay Area.**

~~TOMBOY~~ is produced locally by CSN Bay Area and will air across all NBC Sports Regional Networks, NBCSN, and select NBC Owned Television Stations in March – during *Women's History Month*.

Every weekday leading up to the on-air premiere, the Comcast SportsNets (CSNs) will release daily podcasts, articles, and interviews with the biggest and most influential names in women's sports to foster engagement and dialogue. Most CSN markets will also host symposiums in conjunction with local colleges to encourage participation and conversation at a regional level.

A ~~TOMBOY~~ trailer is available [here](#).

Visit CSN Bay Area's ~~TOMBOY~~ page [here](#) for videos, podcasts and personal stories from CSN Bay Area anchors and reporters, as well as influential personalities from the world of sports.

Join the conversation using #CSNTOMBOY, and find additional information on the national [Twitter](#) and [Facebook](#) handles.

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