



Wake Forest and West Virginia to meet in Greensboro, North Carolina for Year Two of Holiday Hoopfest

FOR IMMEDIATE RELEASE

April 9, 2026

Princeton, N.J. – The Gazelle Group is pleased to announce the 2026 edition of Holiday Hoopfest presented by Visit Greensboro featuring Wake Forest and West Virginia. The Demon Deacons and Mountaineers will compete on Saturday, December 19, 2026 at First Horizon Coliseum in Greensboro, North Carolina.

Ticket information, tip time, and television details will be announced at a later date. Follow the event on X [@holihoopfest](https://twitter.com/holihoopfest) to stay up to date on event details.

The game will mark the fifth between the Deacs and the Mountaineers on a neutral floor and 12th overall meeting dating back to 1948. In December 2025, Wake Forest defeated West Virginia 75-66 in Charleston, West Virginia.

Wake Forest finished the 2025-2026 season with an 18-17 record, advancing to the second round of the NIT. The Mountaineers (21-14) are one of three teams in college basketball to end their season with a win, defeating Oklahoma in the Championship game of the College Basketball Crown.

About the Gazelle Group

The Gazelle Group is a sports marketing firm specializing in coach and player representation, sponsorship sales and consulting, and event production and management. Gazelle produces numerous nationally recognized college sports events, such as the Capital Showcase, Empire Classic, Legends Classic, Gotham Classic, Greensboro Invitational, Sunshine Slam, College Basketball Invitational, Kwik Trip Holiday Face-Off, Deacon-Wolverine Challenge, Boardwalk Battle, Jersey Jam, and Holiday Hoopfest - 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 [gazellegroup.com](https://www.gazellegroup.com).

About First Horizon Coliseum

First Horizon Coliseum (formerly Greensboro Coliseum), the iconic 22,000-seat arena at the heart of the Greensboro Complex, has a long history of hosting prestigious sporting events and providing world-class live entertainment. In addition to hosting NCAA Men's and Women's Basketball Tournaments more than 20 times, including the Men's Final Four in 1974, First Horizon Coliseum has hosted the ACC Men's and Women's Basketball Tournaments a collective 53 times, the most of any venue for both tournaments. For more information: [FirstHorizonColiseum.com](https://www.firsthorizoncoliseum.com).

About Visit Greensboro

The [Greensboro Area Convention and Visitors Bureau](https://www.visitgreensboro.com) is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service.

Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.