

Bloomberg Radio in New York City to Air Select UB Football and Men's Basketball Games Beginning This Fall

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BUFFALO, NY – In an effort to continue expanding the University at Buffalo Athletics brand across the state of New York, the school announced today that a select number of UB football and men's basketball games will air live on Bloomberg Radio in New York City. This unprecedented move marks the first time in school history UB athletic events will air on local radio in the Big Apple.

Up to seven football games (to be determined) will air on Bloomberg Radio this fall. The games will air on WBBR 1130 AM – a 50,000 watt radio station serving New York, New Jersey and Connecticut.

Come November, a select number of UB men's basketball games will also be broadcast on Bloomberg. Those games will be announced closer to the start of the season.

"UB's fan base extends across the state of New York and we have a large alumni contingent in New York City," UB Director of Athletics Danny White said. "We know there is tremendous interest in UB Athletics downstate and this move enables us to provide our fans coverage like never before."

This move continues to strengthen the Bulls media presence in the New York City area. In partnership with Play By Play Sports, LLC, the agreement with Bloomberg comes on the heels of the announcement of the UB Bulls Minute – a weekly 60-second update on Buffalo athletics on WFAN 660AM/101.9FM.

UB Athletics announced in April that all football and men's basketball games will air locally on CBS Sports Radio 1270 The Fan. Paul Peck, Jim Kubiak, Scott Wilson and Brad Ritter will call the football action when the season kicks off at Ohio State on Aug. 31. Josh Whetzel will return for his eighth season behind the microphone calling men's basketball in November.

