

## **DIVERSITY & INCLUSION**

Throughout the season the Orlando Magic recognizes the richness and diversity each culture brings to Central Florida. The Magic is committed to creating an environment in which our employees, community partners and fans feel welcomed, valued and appreciated.

We are focused on developing opportunities that will positively impact all segments of our community through programs centered on economic development, arts, education and childhood nutrition and exercise.

**El Magic:** During the 2009-2010 season, we developed a variety of theme nights to celebrate the diversity of our fans. A specially designed "El Magic" shooting shirt was showcased during "**Noche Latina**" in March. The El Magic brand is the latest in a long line of efforts connected to the Hispanic community.

**Naturalization Ceremony:** The Magic partnered with the Department of Homeland Security's U.S. Citizenship and Immigration Services to host a naturalization ceremony for 81 candidates for U.S. citizenship at Amway Arena.

The Orlando Magic supports local chambers of commerce including the Hispanic, African-American and Asian-American Chambers of Commerce. We understand working together through many different voices, backgrounds and cultures is where our greatest opportunity for success lies. Our team represents the Orlando community and we wouldn't be who we are without our outstanding fans and exceptional employees.

**African American Chamber of Commerce "Eagle Award":** The Orlando Magic is honored to receive the "2009 CORPORATE RECOGNITION AWARD", from the African-American Chamber of Commerce of Central Florida. This honor is bestowed each year to a corporation or organization that has made exceptional contributions to the African-American small business community throughout Central Florida. Additionally, the Magic proudly became the first and only "*Founding Trustee Members*" of the African-American Chamber of Commerce.

**Hispanic Chamber of Commerce of Metro Orlando "Community Award":** In April the Hispanic Chamber of Commerce of Metro Orlando presented the Magic with the 2010 Champions of the Hispanic Community Award for the organization's commitment to promoting economic development throughout the Central Florida Hispanic community.

**Asian American Chamber of Commerce Board Induction Ceremony:** President, Alex Martins took pride in inducting the newly elected board of directors to the Asian-American Chamber of Commerce as more than 100 members attended the annual celebration.

**DR. MARTIN LUTHER KING, JR. CELEBRATION:** For more than ten years, the Orlando Magic have partnered with the City of Orlando Dr. Mayor's Martin Luther King, Jr. Holiday Celebration. The MLK Commission is comprised of local organizations whose role is to raise funds to help support events and activities that celebrate the legacy of Dr. Martin Luther King, Jr. Each year exceptional students from Orange County Public Schools are selected for exemplifying the ideals and characteristics modeled by Dr. Martin Luther King, Jr., which are Equality, Justice, Freedom, Peace, and Harmony for all. These students were recognized during a special on court presentation along with Community Ambassadors Nick Anderson and Bo Outlaw.

**HISPANIC HERITAGE CELEBRATION:** Throughout the month of October, the Orlando Magic celebrated the richness and diversity of Hispanic-American culture. The Magic hosted the Hispanic Chamber of Commerce Business After Hours event for more than 200 local community and business leaders. A special halftime presentation honoring the recipients of the Hispanic Heritage Scholarship Fund was also part of the month-long celebration. Through event sponsorship the Magic supported the University of Central Florida Latin American Cultural Festival, Casa de Mexico's Annual Gala, Orlando Mayor Buddy Dyer's Second Annual Hispanic Heritage Kick Off, the Hispanic Heritage Scholarship Fund Gala, Viva Osceola and the Hispanic Business Initiative Fund's Success Stories Luncheon.

**BLACK HISTORY MONTH CELEBRATION:** The Orlando Magic honor and celebrate *Black History Month* throughout the month of February. During each home game in February "African American" history facts and trivia were displayed on Magic Vision. African American community leaders were also recognized as Magic Makers for making a positive impact and enriching the lives of others. "Magic Makers" included Sherry Parramore, United Negro College Fund, Dr. Robert Spooner, African American Chamber of Commerce and leaders from the Florida Agricultural and Mechanical University (FAMU).

On February 23, more than 200 African American community leaders attended the African American Chamber of Commerce Business After Hours at the Amway Arena hosted by the Multicultural Insights Department. Additionally the Magic sponsored numerous events such as the 8th Annual Mayor' Black History Month Luncheon with the Honorable Buddy Dyer and Richard Crotty, 2010 Trailblazers Forum, 3rd Annual City of Orlando Celebrates Black History Even, 8th Annual Orange County Black History Month Celebration & Gala and the Kissimmee Chamber of Commerce Rhythm & Blues Festival.

**ASIAN AMERICAN MONTH:** The Orlando Magic celebrates and acknowledges the achievements of local Asian and Pacific Islanders who have helped shape our community for the better. Asian Americans have been woven into the fabric of America for the past two centuries. Citizens of Asian and Pacific Islander decent have contributed greatly to our wonderful nation and have indeed underscored the importance of diversity in American history.

**NATIONAL WOMEN'S HISTORY MONTH:** Diversity in our workplace and in our community is one of the core values of the Orlando Magic and where our greatest opportunity for

success lies. We believe it is important to embrace and acknowledge the culture and differences in our race, ethnicity and gender. Activities throughout Women's History Month included a Women's Leaders breakfast for more than 100 women, including Chief of Police Val Demings at the at Amway Arena along with a special appearance from the Community Ambassadors Nick Anderson and Bo Outlaw.

### **Amway Center MWBE & Community Gyms**

Commitment to diversity and economic development crosses over into the development of the Amway Center. As you walk the halls of the Amway Center, we hope you'll take pride in knowing that it took a team – **THE ENTIRE COMMUNITY** to make it possible.

- More than \$94M has been awarded in contracts to minority vendors.
- Minorities constitute approximately 58% of the workforce.

Minority-owned companies in Central Florida were awarded more than \$5 million in contracts for the construction of five new Orange County Orlando Magic Recreation Centers.