



Community

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:: *Buckingham Fountain*



NBA Community Outreach

The dedication of the NBA, its teams and players to the improvement of communities around the world has a long history and tremendous reach.

The league's implementation and execution of its Read to Achieve program impacts and inspires children and their families to develop a life-long love of reading. The NBA family has placed reading and children's education at the forefront of its community work by donating millions of dollars, extensive resources and countless volunteer hours to the promotion and sponsorship of literacy initiatives. In addition, through the internationally acclaimed Basketball without Borders program, the NBA reaches people all over the world.

Through the Jr. NBA/Jr. WNBA program, the NBA positively impacts millions of kids and their parents on a year-round basis by stressing fundamental basketball skill development, teamwork, sportsmanship and positive adult participation. The Jr. NBA/Jr. WNBA provides a support structure that encourages participation and makes youth basketball fun and rewarding for players, coaches, officials and parents.

As the world's greatest athletes, NBA players are dedicated to the community and committed to giving back in extraordinary ways. Through their foundations, camp efforts and charitable work, they make a difference for thousands of non-profit and youth-serving organizations. Each month, the NBA honors one of its players who has achieved outstanding accomplishments in the community, with the Community Assist Award and the David Robinson plaque, which represents the standard and legacy set by the NBA Legend. Additionally, the NBA and WNBA each present an annual Sportsmanship Award to a player who best represents the ideals of sportsmanship.

In addition to youth sports and education, the NBA also supports numerous causes and organizations that positively impact communities, including but not limited to: The Thurgood Marshall Scholarship Fund, UNICEF, The National Wheelchair Basketball Association, The National Civil Rights Museum, Gallaudet University, The National Underground Railroad Freedom Center, and the Global Business Coalition on HIV/AIDS.

Front Office

Basketball Operations

Players

NBA

Opponents

2004-2005 Season

Records

Playoff Records

Historical

Community

Media



Leaving an impression.

As an organization that survives on the loyalty and support of its community, the Chicago Bulls believe it is not only our duty to reach out to those in need around us, it is our strongest passion. Whatever challenges we face as a basketball team, no mission is greater than that of building a community.

Aside from winning games and entertaining our fans, we have a responsibility and a desire to actively contribute to the growth of our society. To do so, we aim each day to assist with the education and development of our youth, contribute to organizations that provide services to needy families and improve our city's struggling neighborhoods.

It is through these efforts that we are determined to leave a lifelong impression on the city of Chicago.

CharitaBulls
Leading the league in assists.

CHICAGO BULLS COMMUNITY RELATIONS:

Leaving a Lasting Impression on Chicago

The most compassionate human act is that in which we truly extend ourselves to touch the life of another. Not the kind of touch that is fleeting, lingering only for a moment before turning cold with the passing of time. But the warm, lasting impression left on one's heart from a sincere extension of the soul.

To truly touch and perhaps alter a life, one cannot succeed with a mere brief encounter or single act. To leave a life-long imprint requires a genuine compassion, a dedication of time and a sincere interest in the well-being of others.

Millions of people long for that human connection each day. They yearn for the moment when their needs, however big or small, will be recognized by someone who offers assistance and concern. These individuals live in our neighborhoods, attend our schools, belong to our churches and share our sidewalks.

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CharitaBulls

As an organization, we have established a history of community service by contributing time, materials, resources and financial support to the causes of those who share our civic goals. But even those efforts are not enough to fill the needs that surround us each day. Despite what we can offer from within our own walls, we increase our efforts by enlisting the assistance of our sponsors, our fans and individuals who share our philanthropic aspirations.

In 1987, we founded a non-profit organization to aid in civic tasks, especially where children are concerned. CharitaBulls was formed with the mission to enhance the lives of Chicago's youth by actively creating and supporting educational, recreational and social programs. By fundraising through special events, raffles, auctions and corporate and personal donations, we have been able to multiply our financial resources and provide a wealth of support to children and young adults throughout the Chicagoland area. Over the years, CharitaBulls has contributed tens of millions of dollars to the Chicagoland community.

BULLS SCHOLARS

As part of its commitment to education, CharitaBulls continues to support the Bulls Scholars academic program in conjunction with Chicago Public Schools. Launched in 1998 with a \$3.5 million CharitaBulls donation, Bulls Scholars



offers seventh and eighth grade students in the Chicago Public Schools system the option to enroll in an additional English and/or algebra course during after-school hours. Students successfully completing the program earn high school credit and learn valuable skills that will assist them with the transition into higher education.

Nearly 1,000 students enroll in the Bulls Scholars program each year. CharitaBulls continues to encourage and motivate those students by scheduling appearances from our players and representatives and distributing complimentary tickets to home games and special events. At the close of the program each spring, we recognize the students for their commitment to academic excellence at the Bulls Scholars Jam where our players, mascot and live entertainers organize a celebration in their honor.

JAMES JORDAN BOYS & GIRLS CLUB AND FAMILY LIFE CENTER

In 1994, the James Jordan Boys & Girls Club and Family Life Center was erected in memory of James Jordan, father of Bulls great Michael Jordan. CharitaBulls donated \$4.5 million to construct the 40,000 square foot facility located just two blocks from the United Center. The Club features a



computer center, art studio, science lab, gym, dance and game room, classrooms and more.

Since its opening in 1996, the Club has served approximately 1,500 neighborhood children and their families each year as part of the Boys & Girls Clubs of Chicago network.

Most recently, we developed a Chicago Bulls Reading Corner at the facility. By donating furniture, new reading materials and learning aids through our Read to Achieve program, we constructed a new area conducive to the development of literacy, both for academic pursuits and leisurely reading.

CHICAGO PUBLIC LIBRARY

Since 1994, CharitaBulls has contributed more than \$100,000 in support to the Chicago Public Library System by adopting the Mabel Manning Branch Library, located just two blocks west of the United Center. CharitaBulls contributed \$50,000 to furnish its Computer Court, a tech center with computers, printers and software for use by library patrons.

In addition, we regularly participate in the library's educational programs, donate new and used books, schedule events at the library and provide complimentary tickets to children and families who utilize the branch.



CHICAGO PARK DISTRICT BASKETBALL PROGRAMS

Since 1995, CharitaBulls has donated more than \$1 million to a variety of Chicago Park District basketball programs including leagues for men, women and children. Currently, our non-profit organization funds three different programs.

The Inner City Hoops Program is offered to boys and girls ages 9-12 who reside in Chicago Housing Authority sites. This program gives the participants an opportunity to practice and play basketball against other young people throughout the Chicagoland area.

The Citywide Championships serves as grassroots programs for children, ages 9-12, throughout the city. Teams at different parks around the city compete in a Citywide Championship to determine which park has the best team.

Geared for 13 to 18 year olds, the Teen Leagues provide a positive alternative for teenagers during the summer. The leagues are available at 18 park locations across the city.

More than 5,000 Chicago youth participate in these programs annually.



In addition to the basketball leagues, we assist when needed with the acquisition of equipment and the construction of facilities to promote the sport among Park District patrons. In 1990, a \$1 million, five-year commitment was made by CharitaBulls to refurbish 140 damaged city basketball courts through the Chicago Park District/CharitaBulls Basketball Court Renovation. The courts continue to be used for a variety of Park District leagues, tournaments and recreational play.

OTHER RECIPIENTS

As part of our goal, CharitaBulls strives to assist other organizations who share our mission of enhancing the lives of children. To that end, we have recently contributed to the efforts of hundreds of Chicagoland non-profit organizations through financial and in-kind donations.

CharitaBulls Fundraising

To fund the numerous programs CharitaBulls supports, we rely on contributions from our corporate partners, individuals and the following annual fundraising events and programs:

TIP-OFF LUNCHEON

Each October, we officially open the season by hosting nearly 1,000 guests at our Tip-Off Luncheon. Held at a downtown Chicago hotel, the event, presented by Pepsi, provides our fans and supporters with the opportunity to hear what is on tap for the upcoming season with addresses from management, coaches and players. In conjunction with the event, we hold a silent auction of autographed Bulls memorabilia, with all proceeds benefitting CharitaBulls.

50/50 RAFFLE

At every home game during the regular season and post-season, we sell tickets for our 50/50 Raffle. During the fourth quarter of each regular and post-season home game, one lucky winner is drawn to take home 50 percent of the evening's net earnings from ticket sales. The remaining 50 percent benefits CharitaBulls. Since the 1996-97 season, when it was first introduced, the 50/50 Raffle has raised more than \$1.1 million.

IN-GAME AUCTIONS AND MEMORABILIA SALES

Available at each of our home games, in-game auctions offer our fans and visitors a chance to own a piece of our

history while contributing to the CharitaBulls mission. Items such as autographed jerseys, basketballs and shoes from players past and present are displayed for silent bidding. In addition to our auctions, fans can add to their collections by purchasing past programs, yearbooks or other memorabilia such as official practice gear, game shorts or warm-ups. Approximately \$100,000 is raised each season through our memorabilia auctions and merchandise sales.

UNBULLIEVABLE DREAM CAR RAFFLE

The UNBULLievable Dream Car Raffle has become one of the most popular among our fans. During a portion of the season, a maximum of 2,000 tickets are sold for \$100 each for the chance to win a "dream car" or one of over 500 other prizes. Ticket purchasers have a better than 1-in-4 chance to take home prizes such as a plasma screen television, camcorder, autographed items, cash prizes, restaurant certificates, hotel stays and Bulls tickets. The grand prize winner earns the choice between one of three luxury cars or a cash prize. The Raffle has been met with great enthusiasm in its first three years of operation, while raising nearly \$50,000 annually.

FESTABULLS

The most widely known and anticipated CharitaBulls fundraiser, FestaBulls, presented by Verizon Wireless, is a dinner auction held each spring at our training facility, the Berto Center. Our roster of players, coaches, management and broadcasters are in attendance to dine and mingle with fans in an intimate setting. With a limited number of tickets available, FestaBulls generates a friendly atmosphere where fans have the chance to meet and get to know their favorite players. Silent and live auctions offer a wide assortment of valuable sports items from Bulls and NBA memorabilia, to autographed items from NFL, MLB and NHL teams. As one of the most anticipated auctions in the area among sports collectors, FestaBulls guarantees its guests the chance to purchase unique, valuable items while supporting a worthwhile cause. Our most popular fundraiser is also the most profitable, as FestaBulls raises approximately \$170,000 annually.

SPONSOR DONATIONS

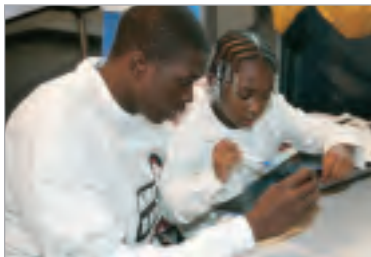
The generosity of our corporate partners plays a tremendous role in CharitaBulls programming. By donating funds based on the number of victories, dunks, free throws, blocked shots, points, steals, rebounds and assists our team logs each season, corporations allow our organization to continue providing support to the youth in our area. The CharitaBulls Corporate Sponsor Program accounts for approximately \$75,000 each year.

ADDITIONAL FUNDING SOURCES

Additional funds are generated through personal scoreboard messages, in-game gift packages, private donations and United Center tours.

School Programs

Because the children of today are the leaders of tomorrow,



the provision of their education is of the utmost importance. As an active organization in the Chicago community, our goal is to assist in creating an environment that develops the complete child in mind, body and spirit.

It is our responsibility as a corporate member of this community to ensure that the children who attend our schools receive a quality education. By working with the faculty and leaders of local institutions, we aspire to encourage and enhance the learning that takes place in their classrooms on a daily basis. In order to properly teach students to read, write, calculate and problem solve, our schools need to be properly funded, equipped and staffed.

Through educational programs, financial contributions, donations of materials and the provision of guest speakers, we strive to assist our schools in developing our local students to graduate with strong minds and solid character.

READ TO ACHIEVE

Our premiere program, presented by Rush University Medical Center, Read To Achieve, is a NBA-wide initiative that combats the crucial illiteracy crisis currently facing our nation. The program's main goal is to inspire literacy by encouraging families and adults to read regularly with young children. Using a variety of tactics, we aim to develop solid reading habits and provide healthy reading materials for young readers in our area. To that end, we have developed a series of



elements to support that initiative year-round.

Reading Time-Outs - Each October, we tip-off a new season of Read To Achieve with an event for young students hosted by our players. Every month, we host similar reading events that include visits to libraries, schools and youth centers as well as trips to local landmarks, zoos, museums and educational tours. These Reading Time-Outs are our opportunity to spend one-on-one time with children reading books, discussing the importance of

education, playing literacy games and delivering motivational speeches. By offering the availability of our players and personalities to discuss their enthusiasm for reading and learning, we hope to inspire young students to follow in those footsteps and use their education as a foothold to their future.

Special Reading Time-Outs are planned during the December holidays, Martin Luther King, Jr.'s birthday and Black History Month in February. These themed outings are the perfect opportunity for us to celebrate with students, help them understand the significance of these holidays and demonstrate the effects of historical events and persons on our lives today.

Chicago Bulls Reading and Learning Centers - Each year, we build a Chicago Bulls Reading and Learning Center at a local school, library, children's hospital, boys and girls club, youth center or group home. By providing a local facility with a quiet, well-equipped area for reading and research, we offer additional educational resources to young students. The Centers are renovated as necessary with new paint, shelving, carpeting, lighting, reading and research materials, computers, furniture and other supplies. Reading and Learning Centers have previously been established at Martin Luther King Boys and Girls Club, Illinois Center for Rehabilitation and Education-Roosevelt, Chicago Youth Center-ABC and Rush University Medical Center.

On a smaller scale, we created three Reading Corners at our two adopted schools (William H. Brown and Victor Herbert elementary schools) and the James Jordan Boys & Girls Club and Family Life Center - all located in the United Center neighborhood. Small areas at each institution were decorated in red and black and filled with new reading materials, learning aids, furniture and carpeting. The finished areas provide quiet, comfortable corners where students can study, read leisurely or complete homework assignments.

Chicago Bulls/Chicago Public Schools Spelling Bee - In conjunction with Chicago Public Schools (CPS), we host the Chicago Bulls/Chicago Public Schools Spelling Bee each spring. Over 30 CPS schools participate in the annual Bee by enrolling a team of four spellers for competition. The day-long event features four rounds of competition leading up to the Championship Round. The winning foursome receives trophies, prizes and the opportunity to be recognized in an on-court ceremony at a Bulls home game. Eliminated teams compete in the Gamers Round, testing their literacy skills in games such as Scrabble, Boggle and UpWords.

All-Star Reading Team - To assist us in executing the Read To Achieve program, we enlist the support of our players, coaches, front office management team, broadcasters, local media members, Chicago dignitaries, education professionals and business leaders. As members of our All-Star Reading Team, these individuals volunteer their time to assist us with all aspects of the program from Reading Time-Outs to the construction of the Reading and Learning Center. Past members have included:

Tyson Chandler, Antonio Davis, Luol Deng, Ben Gordon, John Paxson, Scott Skiles, Bob Love, Bill Wennington (radio color analyst) and Tom Dore (TV play-by-play announcer); Bulls family members Carolyn Paxson (wife of John

Paxson) and Kim Skiles (wife of Scott Skiles); Chicago leaders Mayor Richard M. Daley, Arne Duncan (CEO Chicago Public Schools), Mary Dempsey (Chicago Public Libraries Commissioner) and Terry Peterson (Chicago Housing Authority President); media members Eric Ferguson (WTMX-FM), Kathy Hart (WTMX-FM) and Rush University Medical Center's Dr. Brian J. Cole (Bulls Head Team Physician) and Dr. Larry Goodman (Rush President and CEO).

Book Donations - Each year we donate over 5,000 new books to students, libraries, schools, youth centers and clubs. In keeping fresh, new materials on the shelves, we hope to ensure that young readers have every opportunity to develop literacy skills and learn about subjects that interest them.

ADOPT-A-SCHOOL

It is our privilege to share a special relationship with two of our neighborhood schools through the Adopt-A-School program. William H. Brown and Victor Herbert Elementary schools, located in the immediate vicinity of the United Center, receive special attention from our organization in the way of player appearances, ticket donations, autographed items, arena tours and souvenirs. We work daily with the faculty at these institutions offering our assets to encourage students to excel at their studies, demonstrate a commitment to their education and maintain superior attendance records.

Since 1999, we have contributed more than \$19,000 to the construction of a new Computer Court, math and science lab and other programs at Brown Elementary.



ART CONTEST

To encourage creativity and interest in the arts, we annually host an Art Contest, presented by Pepsi, for students in grades one through six. Eligible students are invited to draw, color or paint a scene depicting Bulls basketball using either our team logo or the words "Chicago Bulls." Over 3,000 entries are received each year from students residing in Lake, Cook, Will, McHenry, Kane and DuPage counties. The top three winners are honored in an on-court ceremony and their artwork is featured in BasketBull (team magazine), BullPen (game program) and our team yearbook.

UNITED CENTER JOINT VENTURE SCHOLARSHIPS

The United Center Joint Venture annually awards \$20,000 in scholarships to qualified students attending Malcolm X College. Located directly south of the United Center, Malcolm X strives to empower each student through

diverse experiences that enhance educational development and cultural enrichment. The United Center Neighborhood Scholarship and the United Center Scholarship are awarded annually to qualified students through the school's financial aid office.

Basketball Programs

By utilizing our strongest talent - our finesse in the game of basketball - we can inspire young talents and create a lasting impression on the lives of our neighbors. Passing on the skills and knowledge from the world's greatest game to young fans and aspiring athletes is a direct investment in the future. As we develop their skills and understanding of the game, we teach the universal values of teamwork, strong leadership and perseverance. When applied to real-life situations as well as sport, these attributes pave the road to success.

CORPORATE CHARITY TICKET SECTIONS

Each season, we receive a wealth of support from our corporate sponsors in the way of ticket donations. Several partners elect to purchase groups of 25 season tickets to be donated to local charities throughout the season. Through their generosity we are able to share the excitement of our games with underprivileged residents in our area. In so doing, we reach out and touch the lives of many by sharing our talents with them.

PLAYER TICKET SECTIONS

Our players share their good fortune with others by personally purchasing tickets to be distributed to local charities, schools, group homes and after-school programs. A number of players volunteer to participate in this effort each year, footing the bill for hundreds of tickets to be distributed to families who would otherwise be unable to attend a professional sports event. To add to the experience, they provide each guest with a specially designed t-shirt commemorating the occasion. The beneficiaries of our players' generosity are treated - many for the first time - to a live, professional sports contest where they are the guests of honor.

2BALL

2Ball is a skills program which focuses on teamwork and the development of core basketball skills. Conducted with the Illinois Park and Recreation Association, 2Ball is a half-court shooting competition played by boys and girls, ages nine and older.

Teams of two register for the competition through their local park districts and compete through several rounds leading to the championship held each spring at the United Center. The half-court contest allows each two-man team one minute to take alternate shots from marked locations. Each spot is worth a specific point value based upon difficulty and the team with the most points is declared the winner. Each year, approximately 5,000 youngsters participate in our 2Ball program at more than 60 local park districts throughout the state of Illinois.



CHICAGO WHEELCHAIR BULLS

The Chicago Wheelchair Bulls program provides an outlet for wheelchair-restricted people to challenge and advance their basketball skills in games against other teams on a national and international level. As a conduit to help others realize that people confined to wheelchairs can and do lead active, productive lives, the Chicago Wheelchair Bulls have established a reputation as one of the nation's top wheelchair teams. Each year, the team competes at our games, a number of charity games and has sent representatives to appear in the NBA's All-Star Weekend Wheelchair Basketball Game. In 1997, the Chicago Wheelchair Bulls created the Junior Wheelchair Bulls team, opening up the opportunity to wheelchair-restricted youth.

Community Outreach

Although we reside in a city of millions, we are not immune from experiencing the thrill of each personal success and the pain of each individual's trials. When one of our neighbors triumphs, we rejoice in his good fortune. And when one falls, we instinctively reach to lift him up. Through a variety of community outreach programs, we aspire to lift the spirits and burdens of our neighbors by extending helping hands, no matter how big or small the task may be.

NEAR WEST SIDE COMMUNITY RELATIONS

In 2000, the United Center pledged \$1 million to support The Home Visitors Program (HVP) - an initiative that focuses on transitioning residents in Henry Horner Homes. At the close of 2003, the program was responsible for assisting over 500 residents with their transition from the high-rises into new housing. By helping these families find employment, resolve non-compliance issues with the Chicago Housing Authority and connect with social services, HVP brings stability to struggling families. The United Center continues to support the initiative with significant financial donations each year.

In addition, we join forces with the United Center for other initiatives on the west side in an effort to strengthen the community and improve the lives of its residents. In 1999, the United Center contributed \$100,000 to rebuild St. Stephen's Church after it was destroyed by fire. Over \$1.6 million has been invested by us and the United Center in educational and athletic programs at Malcolm X College, located just south of the arena.

NORTH CHICAGO PROJECT

In the fall of 2002, the Bulls partnered with Illinois Congressman Mark Kirk to answer the call of the North Chicago community. After losing two of their young men to teen violence, the northeastern Illinois neighborhood was desperately in search of after-school and athletic programs. To assist them in developing a safe environment for youth basketball leagues and tournaments, we donated \$100,000 and the design to renovate two of the Park District's deteriorated outdoor basketball courts. The resurfaced courts were created in the likeness of the Bulls' home court at the United Center and provide safety with outdoor lighting, bleacher seating and newly-installed fencing. The courts were officially opened in April 2003, and host children of all ages for recreational play, as well as numerous tournaments and leagues during the warm weather months.

CHICAGO GATEWAY GREEN

Since 2001 we have participated in an "Expressway Partnership" with Chicago Gateway Green, a non-profit organization dedicated to the beautification of the Chicagoland area. The goal of the program is to help transform expressways into parkways by removing litter and graffiti, managing the landscape and installing public art on area expressways. Our pledge of more than \$85,000 since 2001 has helped maintain a section of the outbound Kennedy Expressway near the United Center, marked by a sign at the Milwaukee Avenue exit ramp.

IN-ARENA DRIVES

When the residents in our neighborhoods are struggling without life's essentials, we are especially troubled and compelled to offer a helping hand. Those who are hungry and unemployed battle every day merely to survive.



Twice a year, we concentrate on the needs of the hungry in our own community by hosting food drives at our home games. Each December, we designate one game to collect food donations from employees and fans for holiday meals. Nearly two tons of non-perishable items are collected each year and distributed to Chicago-area food kitchens and shelters through the Greater Chicago Food Depository. In March, we coordinate a non-holiday food drive with the Food Depository to keep their food closets filled year round.

In addition to food drives, we have held similar efforts to collect new and used books for local libraries and schools. We have also assisted corporate partner Verizon Wireless



in collecting unused wireless phones to distribute to non-profit organizations assisting victims of domestic violence.

DONATIONS

We receive countless requests from non-profit organizations, schools, hospitals and churches for items to assist fundraising efforts and provide student incentives. By donating autographed sports items and tickets, we help local charity groups raise over \$125,000 each year. On top of that, we make numerous deliveries of merchandise and souvenirs on a daily basis. Those in-kind donations provide teachers, sports groups, after-school programs and other community organizations with incentives and prizes to assist with their daily efforts.

BOB LOVE

For 14 years, former Bull and three-time NBA All-Star Bob Love has served as our Director of Community Affairs. Once severely hindered by a significant stuttering problem, Bob travels the Chicagoland area and country to attend over 300 annual appearances on behalf of the organization. As a motivational speaker, Bob shares his story of fear and humiliation that lasted from his childhood through his NBA career because of his inability to verbally communicate with others. In discussing the obstacles he overcame to advance from living in silence to delivering hundreds of speeches a year, Bob eloquently verbalizes the message to our youth that any dream is a reality if it is approached with determination, discipline and diligence.

Along with lessons from his own personal experience, Bob assists in promoting the values of reading and education as part of our Read To Achieve program. He is available free-of-charge for appearances, speaking engagements and special events.

TEAM MATES

Team Mates is a philanthropic women's organization made up of wives and family members of our front office employees, players, coaches and broadcasters along with female employees. During the season, Team Mates organizes fundraisers to generate financial support for the variety of causes to which they lend support. Over the years, they have made contributions to Children's Memorial Hospital's Injury-Free Chicago Program, West Side Future, Chicagoland Radio Information Services, Inc. (CRIS), Alzheimer's Association and several others. In addition to

local efforts, the organization also supports the NBA's national initiative, NBA Wives Save Lives, to encourage breast cancer awareness.

WISH-GRANTING ORGANIZATIONS

Make-A-Wish, Starlight Starbright and Bear Necessities Pediatric Cancer Foundations are well-known for their efforts to make the dreams of critically ill children come true. When the wish of an ill child is to meet one of our players or attend a game, our dream comes true. Several times a year, we are thrilled to open our home to these special guests and share an evening with them. To see the excitement in their eyes and the smiles on their faces is truly a reward.

PUBLIC SERVICE ANNOUNCEMENTS

As professional athletes, our players and select members of the management team receive the opportunity to serve as spokespersons for a variety of causes. With their celebrity notoriety they possess the ability to deliver important messages with impact. We utilize that asset by producing a number of PSAs both for television and radio to drive messages of public importance or to help other non-profit organizations gain public support.



Fan Services

More valuable than any monetary contribution is the gift of time. It is when we donate our most valuable assets that our intentions are most warmly received. When the fans who support us with enthusiasm, loyalty and allegiance call on us to aid in their causes, we are pleased to match their request with the same energy they demonstrate to us daily.

BULLS EXPERIENCES

Since the 2004-05 season, we have offered fans the opportunity to make their sports fantasies become reality. Through our Fantasy Experiences program, fans can live, work and play like Bulls' VIPs by purchasing one of 12 pre-designed packages or creating an experience of their own. Interested fans can take the mike of the public address announcer, sweep the court during a game, serve as a ballperson or NBA reporter or simply ask to be treated like a VIP. With a portion of the cost benefiting CharitaBulls, everyone's sports fantasies come true.



APPEARANCES

Our players, mascots, staff and personalities make hundreds of appearances each year to charity benefits, hospitals, homeless shelters, speaking engagements, fundraisers, grand openings, clinics, career sessions and other special events to lend our assistance to those who request it. By donating our time to attend events, speak to groups and interact with others, we hope to bring additional awareness and support to the important work other organizations are conducting.

Our in-game entertainers share their special talents throughout the year by performing at numerous events such as community parades, road races, walk-a-thons, school assemblies, fundraisers, hospitals, private parties, company events, golf outings and more. The Luvabulls, Matadors, Benny the Bull, Junior Luvabulls and IncrediBulls add hundreds of these appearances to their schedules each season in an effort to give what they can to others.

TICKETS TO HAPPINESS

Our Tickets to Happiness program allows local non-profit organizations, schools, churches and other groups to raise funds through the purchase and re-sale of tickets to games. Organizations are offered the opportunity to purchase discounted tickets to our home games and earn a profit by re-selling them at face value. Local groups have raised thousands of dollars during the three years this program has been in operation.

CHARITABULLS RETURN TICKET PROGRAM

Season ticket holders are offered the opportunity to contribute to CharitaBulls in a special way. In donating tickets that would otherwise go unused to CharitaBulls, season ticket holders allow us to extend invitations to fans who might never have the opportunity to see a game. In return, the donors receive a tax deduction for their charitable contribution.

Philosophy

As professional teams, we are in a unique position to help the aspiring athlete pull from these great games all that they have to offer. This Academy is the bridge between the Bulls and Sox, for the athletes who want to push themselves to attain the very highest level of achievement.

We have created the most sophisticated youth player development facility in America. All we ask of you, as you cross the threshold of our Academy, is to pledge your best effort to us. In return, you will receive the very best that the Bulls and Sox have to offer.

At the Academy, you will be training in an environment that stresses the values of sportsmanship, integrity, and teamwork. "Because we love this game and kids who play it," is not only our motto, but our mandate to strictly maintain an environment that allows young athletes to grow into mature and productive well-rounded citizens.

The Academy is the only resource for total athlete training and counsel, offering youngsters the most progressive, knowledgeable and caring athletic assessment and personalized training capabilities available. The Academy was created in response to kids', parents' and coaches' overwhelming desire for professional instruction and advanced training equipment for young athletes.

Technology

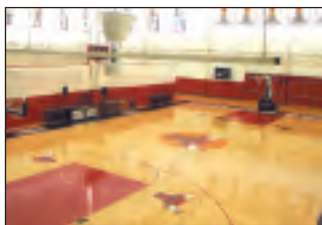
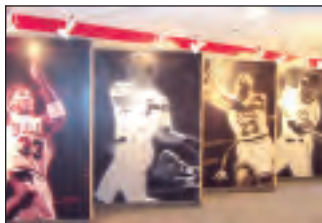
Founded in 2001, the Training Academy is a 57,000 square foot facility with state-of-the-art technology. Three basketball courts, thirteen retractable hitting and pitching tunnels, 20,000 square feet of turfed infield and Sports Performance strength and conditioning capabilities. Young athletes can participate at the Academy through premiere teams, leagues, individual and group lessons, and membership packages.

DIGITAL MOTION ANALYSIS

This system captures and evaluates video frame-by-frame, with split screen capabilities demonstrating detailed comparisons. Instructors have the ability to burn CD-ROM's for each student, drawing lines and angles as references for later examination and comparison. This is the same program used by Bulls and White Sox coaches and professional scouts for evaluation, instruction, and the identification of potential draft choices.

PROBATTER

Also featured at the Academy is the lauded multi-media ProBatter pitching machine, the most realistic, game-like hitting device available to professional athletes. ProBatter features a life-sized player projection screen and the ability to throw any pitch, from curveballs to sliders, to any location with pinpoint accuracy and speed.



For more information on the Chicago Bulls/White Sox Training Academy, visit us at www.BullsSoxAcademy.com or call 630-752-9225