



COMMUNITY RELATIONS

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NBA Cares is the league's global community outreach initiative that addresses important social issues with an emphasis on programs that support education, youth and family development, and health-related causes. The NBA, its teams and players implement and execute programs that impact and inspire children and families worldwide.

NBA Cares also reaches more than two million players, coaches, parents and officials from around the world participating in recreational youth basketball leagues as part of the Jr. NBA/Jr. WNBA program. The program stresses the fundamentals of the game and the values of sportsmanship, teamwork and leading an active, healthy and safe lifestyle.

Basketball without Borders, a basketball instructional camp for young people that promotes friendship, healthy living and education, features current and former NBA players and team personnel acting as camp coaches and mentors. Since the inaugural camp in 2001, BWB has been held in nine countries and territories on five continents and has featured more than 160 NBA players, coaches and team personnel from 30 different teams for the nearly 1,000 young athletes from more than 100 different countries and territories.

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 philanthropic work, they make a difference for hundreds of non-profit and youth serving organizations.

NBA Cares supports numerous causes and organizations that positively impact communities and people in need. Make-A-Wish, UNICEF, KaBOOM!, Habitat for Humanity, Boys & Girls Clubs of America, Hands On Network, Special Olympics, the Global Business Coalition on HIV/AIDS and the World Food Programme are just a few of the organizations with which the NBA has a partnership.





Making 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:

Making an 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 lifelong 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 can offer assistance. These individuals live in our neighborhoods, attend our schools, belong to our churches and share our sidewalks.

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As an organization, we have established a history of community service by contributing time, materials, resources and financial donations 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 goals.

In 1987, we founded a non-profit organization to aid in our 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 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 for a variety of worthy causes in the Chicagoland area.

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 two blocks from the United Center. It features a computer center, art studio, science lab, gym, dance and game room, classrooms and more.

Since its opening in 1994, the Club has served approximately 1,500 neighborhood children and their families each year, as part of the Boys & Girls Clubs of Chicago network. CharitaBulls continues to provide financing for the Center's programs and complimentary game tickets to the children who frequent the Club.

In 2002, 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.

Most recently, we partnered with Rent-A-Center to create the first of three "Bulls RAC Rooms" at local Boys & Girls Clubs. The newly-renovated James Jordan room now features video game consoles, a large-screen television, stereo and computers to encourage leisure activities in a safe and supervised environment. Similar "Bulls RAC Rooms" were also established at General Woods and Martin Luther King Boys & Girls Clubs.

CHICAGO PUBLIC LIBRARY

Since 1994, we have pledged our support to the Chicago Public Library System by adopting the Mabel Manning branch located just two blocks west of the United Center. CharitaBulls contributed more than \$100,000 to furnish the library's Computer Court - a tech center with computers, printers and software for use by library patrons. In 1998, we pledged an additional \$50,000 to upgrade the Computer Court's equipment and hire a part-time tutor.

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

HOOPS IN THE HOOD

In an ongoing campaign to end youth violence, breakdown neighborhood barriers, and create healthy summer activities for young people, the Chicago Bulls and residents of the Little Village, Lawndale, and Pilsen communities created Hoops in the Hood, a Friday night series of neighborhood basketball games and block parties to unify the Little Village and Pilsen communities.



CharitaBulls donated \$50,000 to create the Chicago Bulls Hoops in the Hood program which combines street basketball and community art and health awareness within the setting of a neighborhood block party to promote healthy lifestyles and deter youth from crime and violence.

Local families on targeted neighborhood blocks host the events on Friday nights from June through August.

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 annually contribute to hundreds of Chicagoland non-profit organizations through financial and in-kind donations.

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 Bulls Tip-Off Luncheon. Held at a downtown Chicago hotel, the event provides our fans and supporters with the opportunity to hear what is on tap for the upcoming season with addresses from management, coaches and the players themselves. In conjunction with the event, we hold a silent auction of autographed Bulls memorabilia.

50/50 RAFFLE

At every home game during the regular 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 over \$1.2 million.

IN-GAME AUCTIONS AND MEMORABILIA SALES

In-game memorabilia auctions offer our fans and visitors a chance to own a piece of Bulls history while contributing to the CharitaBulls mission. Items such as autographed jerseys, basketballs, shoes and warm-ups from players past and present are displayed for silent bidding throughout halftime of each home game.

In addition to the autographed auction items, a number of historical pieces are also sold at our Community Relations table at all home games. Among the memorabilia fans can purchase are historical game programs from previous seasons, official practice gear, game shorts, bobblehead doll collectibles and championship memorabilia. More than \$200,000 is raised each season through our in-game auctions and memorabilia sales.

FESTABULLS

The most widely known and anticipated CharitaBulls fundraiser, FestaBulls, is a dinner auction presented by Verizon Wireless each spring. Our roster of players, coaches, management and broadcasters are in attendance to dine, mix and mingle with fans in an intimate setting on the Bulls court at the United Center. 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 raises approximately \$175,000 annually.

CORPORATE PARTNER 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 Partner 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.



MAKING AN IMPRESSION IN THE CLASSROOM

Because the children of today are the leaders of tomorrow, the provision of their education and well-being 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 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 their students to read, write, 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 their students to graduate with strong minds and solid character.

ENERGIZABULLS FITNESS PROGRAM

As the number of overweight children in the U.S. is on the rise and with more children at risk to become obese as adults, developing a healthy lifestyle at a young age is extremely important. The Bulls are doing their part to combat obesity in Chicago's youth by creating the EnergizaBulls fitness program. This innovative program promotes healthy nutritional habits and fitness exercises through HopSports, a unique interactive multi-media platform.

Currently, the EnergizaBulls fitness program is being used in more than 50 schools in the Chicagoland area. Additionally, in support of this program, CharitaBulls received a \$50,000 grant from the Verizon Foundation. With the addition of more schools in the near future, the Bulls are cementing their commitment to keeping Chicago's youth healthy for years to come.

READ TO ACHIEVE

Our premiere program, Read To Achieve, is an NBA league-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, along with our corporate partners Rush University Medical Center and ComEd, an Exelon Company, we have developed a series of elements to support that initiative.

READING TIME-OUTS

Each October, we tip-off a new season of Read To Achieve with an event for students hosted by our players. Throughout the year, we host similar reading events that include visits to libraries, schools and youth centers, as well as trips to local landmarks, zoos, museums and theatres. 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 futures.

SPECIAL READING TIME-OUTS

Special Reading Time-Outs are planned during the December holidays, Martin Luther King, Jr.'s January 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 educational resources to young students. The Centers are renovated with new paint, shelving, carpeting, lighting, reading and research materials, computers, furniture and other supplies. Reading and Learning Centers have been established at our two Bulls partner schools (William H. Brown and Victor Herbert Elementary), Martin Luther King Boys & Girls Club, Illinois Center for Rehabilitation and Education- Roosevelt, Chicago Youth Center-ABC and Rush University Medical Center.



The finished areas provide quiet, comfortable rooms where students can study, read leisurely or complete homework assignments.

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 explore subjects that interest them.

ADOPT-A-SCHOOL PROGRAM

To promote the importance of education and our commitment to Chicagoland's youth, the Bulls have partnered with Harris Bank to provide local schools with the opportunity to be a member of the Bulls Adopt-A-School program. The school chosen to participate in the Adopt-A-School program receives school appearances by players, Benny the Bull, and Bob Love, as well as 25 tickets to 10 Bulls home games. Additionally, school grounds will be cleaned and maintained and they will receive autographed memorabilia and promotional items. Also, during the school year 75 students will be treated to a private movie screening with their favorite Bulls personalities.

BULLS PARTNER SCHOOLS

It is our privilege to share a special relationship with two of our neighborhood schools through the Bulls Partner School program. William H. Brown and Victor Herbert Elementary schools, located in the 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 Brown Elementary for the construction of a new Computer Court, the development of a math and science lab and to create additional educational programs.

In 2007, the Bulls opened two new learning centers at the Bulls partner schools William H. Brown Elementary and Victor Herbert Elementary.

At the beginning of the 2006-07 season, the Bulls, ComEd and Rush University Medical Center created the Reading and Learning Center at Brown Elementary. The Bulls renovated an existing room in the school by painting the walls in Bulls colors, purchasing and installing new furniture and bookshelves, and assembling a collection of reading and reference materials, Leap Frog computers and learning aids. A collection of Bulls jerseys are also on display in the room.

The second was the Chicago Bulls and Luol Deng Reading and Learning Center at Herbert Elementary. The new room, co-funded by Deng, is fully equipped with a math lab, Bulls logos, an aquarium, new reading materials, learning aids, computers and furniture.

ART CONTEST

To encourage creativity and interest in the arts, we annually host the Chicago Bulls Art Contest 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." More than 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.

CHICAGO'S MVPs

In honor of Black History Month, the Bulls and Chicago Public Schools team up to celebrate the academic achievements of top African American male students in local public high schools with the Chicago's MVPs program.

Students apply online at Bulls.com and are judged based on their academic accomplishments, community service and an essay. Students chosen as Chicago's MVPs are honored at a recognition ceremony hosted by Bulls players.



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 its students 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.

MAKING AN IMPRESSION ON THE COURT

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 of the world's greatest game to young fans and aspiring athletes is a direct investment in the future. As we develop their talent 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, those 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 one 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 our games 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. To add to the experience, the players

provide each guest with a specially designed T-shirt commemorating the occasion. The beneficiaries of our athletes' generosity are treated - many for the first time - to a live NBA game where they are the guests of honor.

2BALL

2Ball is a youth basketball 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 home games, numerous charity events and has sent representatives to 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.

MAKING AN IMPRESSION IN THE COMMUNITY

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 their good fortune. And when one falls, we instinctively reach to lift them 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.

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 has helped maintain a section of the Kennedy Expressway near the United Center marked by a sign at the Milwaukee Avenue exit ramp.

NORTH CHICAGO PROJECT

In the fall of 2002, we 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 our 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 of 2003, and host children of all ages for recreational play, as well as numerous tournaments and leagues.

IN-ARENA FOOD 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 to survive.

Twice a year, we concentrate on the needs of the hungry in our own community by hosting food drives with Midway Moving and Storage 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 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 in fundraising efforts and provide student incentives. By donating autographed sports items and tickets, we help local charity groups raise over \$150,000 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

Since 1992, 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 more than 200 events annually 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 communicate verbally 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 promotes 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 a variety of causes to which they lend support.

In 2007, Team Mates hosted a baby shower for mothers and children of New Moms, Inc., a transitional homeless shelter benefiting teenage mothers and their children. Other organizations benefiting from Team Mates include Shelter, Inc., The Cara Program, Nueva Esperanza Urban Youth Mission, Girls in the Game, Go Girl Go! and Children's Memorial Hospital.

SPECIAL HOLIDAY EVENTS

During the November and December holidays, the spirit of giving receives our undivided attention. For those who are struggling, this festive time of year can create additional stress, loneliness and financial strain instead of an atmosphere of joy, love and peace.

To spread cheer to as many as possible, we schedule numerous events during the course of the holidays. Examples include players and employees serving dinner at local homeless shelters and financing shopping spree for children who otherwise would not receive holiday gifts.

In 2006, the Bulls assisted the Chicago Housing Authority with its seventh annual Kids' Holiday Party. Bulls' players Luol Deng, Chris Duhon and Tyrus Thomas lent a hand in the festivities that included dinner and entertainment. Deng funded the event and provided gifts for the more than 500 children in attendance.

Additionally, we also partnered with Chicago's DCFS to host a holiday party for local families and helped Lift Up America distribute 16 tons of Tyson Foods frozen chicken to local agencies assisting the homeless and hungry during the holidays.



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.

PSAs

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 the celebrity notoriety that they possess, they have 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.

MAKING AN IMPRESSION WITH OUR FANS

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 FANTASY EXPERIENCES

Since the 2004-05 season, we have been offering fans the opportunity to make their sports fantasies become reality. Through the Bulls Fantasy Experiences program, fans can live, work and play like Bulls' VIPs by purchasing one of the 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, staff, announcers 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 resale of Bulls' tickets.

Organizations are offered the opportunity to purchase 100 or more discounted tickets to home games and earn a profit by reselling them at face value. Local groups have raised thousands of dollars during the years this program has been in operation.

CHARITABULLS RETURN TICKET PROGRAM

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

MAKING AN IMPRESSION IN THE GLOBAL COMMUNITY

Although we reside in the city of Chicago, we are not immune from experiencing the hardships in the world around us. Throughout the season, we have identified specific opportunities to assist refugees in the ongoing crisis plaguing Africa.

WORLD FOOD PROGRAMME

During the 2006-07 season, CharitaBulls presented Friends of the World Food Programme, a U.S.-based, non-profit organization dedicated to building support for the UN World Food Programme (WFP), with a \$100,000 donation to combat the hunger crisis in the Darfur region of the Sudan.

The contribution from CharitaBulls, made on behalf of Luol Deng, a native of Sudan and partner of WFP, will help feed more than 3,000 school children plagued by hunger in Darfur for one full year. In 2006, WFP provided food assistance to over 6.5 million vulnerable people in Sudan.

WFP's food for education program offers children the chance to receive a meal in school so they are both guaranteed one nutritious meal a day and can thus concentrate on learning – instead of their hunger.

NOTHING BUT NETS INITIATIVE

The Bulls and Luol Deng partnered with the United Nations (UN) Foundation to create awareness for their Nothing But Nets campaign, a global, grassroots effort to combat malaria, a leading killer of children in Africa.

During the summer of 2007, the Bulls helped lead Americans across the country in a response to an urgent, immediate need for insecticide-treated bed nets to prevent malaria in refugee camps on the Chad-Sudan border. CharitaBulls provided the first \$10,000 for the emergency appeal and the Bulls encouraged their friends and fans to support the appeal.

The appeal came during the middle of a series of events Nothing But Nets hosted in Chicago as part of its national effort to raise awareness about malaria. During the month of July, the UN Foundation, the Bulls, the Luol Deng Foundation and other partners co-hosted several events, including a Malaria Boot Camp to educate more than 200 local middle and high school students about malaria.



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 DVDs 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.



TRAINING ACADEMY



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

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8:30am-9:30pm
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Friday
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Saturday
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Saturday
8am-9:30pm

SERVICE HOURS:
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Saturday
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PICTURE



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ACTION



CHICAGO BULLS



WGN-TV / WCIU 2007-2008
BROADCAST CALENDAR

10/20	vs Indiana (Preseason)	7:00pm	WGN	1/21	@ Memphis	4:30pm	WGN
11/3	@ Milwaukee	7:00pm	WGN	1/30	@ Minnesota	7:00pm	WCIU
11/10	vs Toronto	7:00pm	WGN	2/2	@ Sacramento	9:00pm	WGN
11/17	@ LA Clippers	9:30pm	WGN	2/7	@ Golden State	9:30pm	WGN
11/24	@ New York	12:00pm	WGN	2/9	@ Utah	8:00pm	WGN
11/25	@ Toronto	11:00am	WGN	2/22 vs Denver	7:00pm	WGN	
12/1	vs Charlotte	7:00pm	WGN	2/25	@ Dallas	7:30pm	WCIU
12/8	vs Boston	7:00pm	WGN	3/7	@ Boston	7:00pm	WGN
12/11	vs Seattle	7:00pm	WGN	3/14 vs Philadelphia	7:30pm	WCIU	
12/18	vs LA Lakers	7:30pm	WCIU	3/22 vs Indiana	7:00pm	WGN	
12/22	vs Houston	7:00pm	WGN	3/26 @ Philadelphia	6:00pm	WCIU	
12/26	@ San Antonio	7:00pm	WGN	3/29 vs Milwaukee	7:00pm	WGN	
12/31	vs Orlando	1:00pm	WGN	4/5 vs Washington	7:00pm	WGN	
1/5	vs Sacramento	7:00pm	WGN	4/8 @ Miami	6:30pm	WCIU	
1/13	@ Atlanta	1:00pm	WGN	4/11 vs Cleveland	6:00pm	WGN	
1/15	@ Orlando	8:00pm	WCIU	4/14 @ Milwaukee	7:00pm	WGN	
1/19	vs Detroit	7:00pm	WGN				

All home games (in bold) are in **HD**

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