My Brother’s Keeper was launched by President Obama in February 2014 to help put boys and young men of color on a pathway to success.

THE NBA FAMILY HAS COMMITTED TO RECRUIT 25,000 NEW MENTORS AND WORK WITH EDUCATORS AND STUDENTS IN AT-RISK SCHOOLS TO INCREASE ATTENDANCE AND PERFORMANCE.

Lessons in Leadership” workshops led by NBA players and legends are designed to help young men understand the value of making good decisions and be successful in their pursuit of education.
The NBA FIT program celebrates the values of the game—hard work, discipline, leadership and teamwork—and features the best athletes in the world teaching lifelong skills to Be Active, Eat Healthy and Play Together.

**Commitments to Service Include:**

- **Hiring Our Heroes**
  Helping military service men and women transition to civilian careers

- **Building Leaders for Tomorrow**
  Facilitating leadership conferences and seminars featuring military leadership with executives from the NBA and local business communities

- **Strengthening Communities**
  Organizing events in which NBA teams work side-by-side with service men and women to create stronger communities

- **Healthy Communities**
  Teaching the values of the game and encouraging service men and women and their families to live healthy, active lifestyles

As part of the Longarm’s commitment to environmental stewardship, many arenas have introduced greening measures, including:

- **MODA CENTER**
  28 Electric Vehicle charging stations, the most of any major sports facility

- **STAPLES Center**
  1,727 solar panels on the roof supply up to 20% of the building’s electricity

- **AMERICANAIRLINES ARENA**
  The Miami Heat’s re-heat program has rescued more than 17.5 tons of food since 2008

In recognition of Veterans Day, NBA Fit Hoops for Troops and PlayStation teamed up to hold a variety of hands-on service events and encourage fans to pledge their own commitment to service using the hashtag #HowDoYouServe.