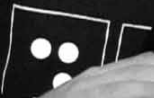




**HARD  
TO ACHIEVE**



Delonte

RIVERS

**COMMUNITY**

ADMIN

PLAYERS

FACILITIES

MEDIA

COMMUNITY

SEASON

TRADITION

PLAYOFFS

NBA





**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.

**BOSTON CELTICS SHAMROCK FOUNDATION**



The mission of the **Boston Celtics Shamrock Foundation** is to provide New England-based community organizations that serve our youth with resources that will enable them to expand their reach and impact. This season, our Focus Partners include three of the most prestigious and reputable organizations in New England — **Children's Hospital Boston**, **Horizons for Homeless Children** and the **Massachusetts Society for the Prevention of Cruelty to Children (MSPCC)**. Please visit their websites to learn more about the great work happening at these wonderful organizations.



Children's Hospital Boston

[www.childrenshospital.org](http://www.childrenshospital.org)



HORIZONS FOR HOMELESS CHILDREN

[www.horizonsforhomelesschildren.org](http://www.horizonsforhomelesschildren.org)



m.s.p.c.c

<http://www.msppcc.org>

**PLAYER FOUNDATIONS**

Several Boston Celtics players have established charitable foundations to address the needs of youth in the Boston area and their respective hometowns.

The **Red Auerbach Youth Foundation** enriches the lives of children throughout Massachusetts by providing sports and recreational programs. The Foundation focuses on getting children, who might not otherwise participate, involved in sports. The Foundation also strives to bring children of all racial, ethnic and socio-economic backgrounds together through its sports programs.

The **Truth Fund** was launched in June of 2002 by Celtics co-captain Paul Pierce. The mission of The Truth Fund is to provide educational opportunities for disadvantaged youth in Boston and Inglewood, CA, through mentoring, technology and educational programs.

The **Mark Blount Foundation** was founded in August 2003 to foster the future growth, development, and quality of life of at-risk youth ages 11-18. Their mission is to promote the optimal development of children and families by providing quality mentoring and life coaching programs.

The **Ricky Davis Foundation's** mission is to provide funding for educational scholarships and mentoring programs. The foundation, created by Celtics forward Ricky Davis, also focuses on building careers through education and sports.

**Ryan Gomes Hoops for Health** is a not-for-profit organization that was started to address the problem of Sudden Cardiac Arrest in high school, college and professional sports. The organization's mission is to first, educate student-athletes, and then support testing and the placement of medical devices, such as Portable Defibrillators in gymnasiums and athletic fields around the country.

For more information on these foundations, please visit the **C's in the Community** section of [Celtics.com](http://Celtics.com).

HEROES AMONG US

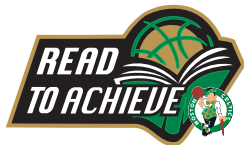


The Heroes Among Us program is one of the premier community outreach programs in the National Basketball Association. Established as an initiative of the Boston Celtics Charitable Foundation in the fall of 1997, the Heroes Among Us program honors those individuals who have made an overwhelming impact on the lives of others.

The Heroes Among Us Award is presented to an individual or individuals who, through their unique commitment and humanitarian spirit, have made exceptional and lasting contributions to our community. At each home game since the program's inception, the Celtics and their fans have saluted the exemplary efforts of these citizens during a special in-game presentation on the team's legendary parquet floor. To date, over 368 individuals have received the Heroes Among Us Award. This program is proudly supported by the Boston Herald and Fox Sports Net New England.



CELTICS READ TO ACHIEVE



Working in partnership with the nationally acclaimed ReadBoston program, the Celtics are proud to once again present the Read to Achieve program to local students. From October 2005 through March 2006, students in the ReadBoston program will track the amount of time they read during the month. At the end of each month, students who reach their reading goals

receive a special Read to Achieve prize. As an added incentive, the Celtics also host a monthly read-aloud event at a participating school with various members of the All-Star Reading Team.



The Boston Celtics have also opened two Reading and Learning Centers in Massachusetts. In May of 2002, the first Reading and Learning Center was opened at the YWCA of Greater Lawrence. The second was opened in November of 2003 at the Roxbury YMCA.

STAY IN SCHOOL



The 2005-06 season marks the 15th year of the Stay in School program in Boston Public Middle Schools. Based on the premise that children are influenced by sports figures, the Stay in School program uses athletes to encourage good attendance, which plays an instrumental role in determining future scholastic success. At assemblies during the academic year, Celtics players visit five middle schools and deliver a special program using the acronym "PRIDE"

(Positive mental attitude; Respect; Intelligent choices; Dreams and goals; Effort and education). The students also receive various awards for perfect attendance, writing and artwork. At the end of each year, the top 1,000 students are honored for their academic accomplishments at a celebration.

More than 40,000 Boston students have participated in the program since its inception. Stay in School is a partnership among the Boston Celtics, The New England Sports Museum and the Boston Public Schools.



DUNKIN' DONUTS KIDZONE



Created in the 2000-01 season, the Dunkin' Donuts KidZone is a special seating section that hosts children from charitable organizations at every Celtics home game. Dunkin' Donuts provides the group with complimentary tickets to the "KidZone", as well as T-shirts, the opportunity to sit courtside during pregame shootaround and a group photo on the court.

The Dunkin' Donuts KidZone is part of a broad community outreach initiative that aims to provide tickets to children who might not otherwise have access to area sporting events.

This multi-year campaign has also succeeded in promoting volunteerism and community service across New England.



CELTICS HOLIDAY PARTIES



On a special day each December, the entire Boston Celtics team spreads holiday cheer to children from Children's Hospital Boston and Boston Medical Center.

For ten years, the players have hosted the annual holiday party at Dick's Last Resort for patients at Boston Medical Center's Pediatric Hematology Program. Over 120 young children spend hours with the members of the team, playing video games and interacting with the clowns, carolers, and, of course, Santa Claus!

Celtics having their faces painted, playing video games and interacting with the clowns, carolers, and, of course, Santa Claus!

Just across town, more players visit young patients at Children's Hospital Boston. The players visit room to room, spending time with the children, signing autographs, taking photos, and distributing presents to patients who are spending the holidays in the hospital. These holiday visits have become one of the most anticipated events of the season.



CELEBRATING BLACK HISTORY MONTH



The month of February has been dedicated to the study and appreciation of black history since 1915. The Celtics

have been pioneers in the integration of professional sports. In 1966, Bill Russell succeeded Red Auerbach as coach of the Celtics, becoming the first black head coach in U.S. pro sports history. In 1950, the Celtics became the first NBA team to draft a black player when they selected Chuck Cooper in the second round of the 1950 draft.



McDONALD'S COMMUNITY SECTION



At twenty-one home games, McDonald's hosts twenty-four lucky participants selected by Ronald McDonald House Charities. Each group receives tickets to the game, the opportunity to watch pre-game shoot around, McDonald's Community Section T-shirts and

a group photo on the famous Parquet Floor. Since it began in 1986, Ronald McDonald House Charities® of Eastern New England has given over \$11 million in grants to more than 1,000 non-profit organizations and programs, helping thousands of children and families throughout Eastern New England.



CELTICS/SOUTHWEST ASSISTS



In an effort to foster community service among youth, Southwest Airlines and the Celtics have teamed up for the fifth year to bring the Assists program to Boston Public Middle Schools. Assists challenges 8th grade students in the Boston Public Middle Schools to design and implement a meaningful service project that will meet a community need. Grand prizewinners fly on Southwest Airlines to Baltimore/Washington (BWI) for a fun-filled day in the nation's capital.

Southwest Airlines to Baltimore/Washington (BWI) for a fun-filled day in the nation's capital.



*"The dedication of the students to community service is a shining example for schools across Massachusetts and throughout the nation. I commend Southwest Airlines and the Boston Celtics for sponsoring this important competition."*

— Senator Edward M. Kennedy