



COMMUNITY

ADMIN

PLAYERS

FACILITIES

MEDIA

COMMUNITY

SEASON

TRADITION

PLAYOFFS

NBA



2006-2007 COMMUNITY OUTREACH STATISTICS

18,000 tickets were donated to the community

Over 18,000 incentives awarded to Boston Middle School Students to promote perfect attendance

22,800 incentives awarded to Boston Elementary School Students to promote literacy

250 appearances made by Boston Celtic players, coaches, legends & staff

Over 350 hours volunteered in the community through player appearances



NBA CARES

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.



For many years, programs dedicated to New England's youth have been the cornerstone of the Boston Celtics' charitable efforts. By utilizing all of our resources, the goal of the entire Celtics' organization is to make a significant and direct impact on the youth of New England through effective interaction, support and implementation of our outreach initiatives.

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**, **Perkins School for the Blind** and the **Massachusetts Society for the Prevention of Cruelty to Children (MSPCC)**. Please visit their web sites to learn more about the great work happening at these wonderful organizations.



teaming up for kids



Children's Hospital Boston

www.childrenshospital.org



HORIZONS FOR HOMELESS CHILDREN

www.horizonsforhomelesschildren.org



www.perkins.org



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 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.

4XL was co-founded by Kevin Garnett in 2002 to provide high school and college students with a roadmap for achievement. 4XL delivers exposure to opportunities, access to business and community leaders, and the skills required to be academically, professionally and personally successful.

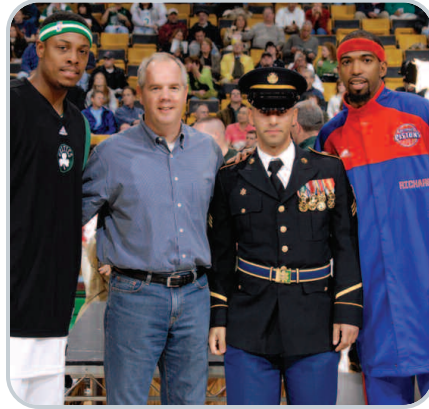
For more information on these foundations, please visit the C's in the Community section of Celtics.com.

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 400 individuals have received the Heroes Among Us Award. This program is proudly presented by the Mass State Lottery, with support from WEEI 850AM and Comcast SportsNet.



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 2007 through May 2008, 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 team and organization.

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.

The Celtics Read to Achieve program is presented by New England Eye Center and Aquafina.



STAY IN SCHOOL



The 2007-08 season marks the 17th 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.



RE/MAX HOMECOURT



The Boston Celtics and RE/MAX of New England are proud to continue a community-based initiative entitled the "RE/MAX of New England Home Court Program." The program transforms the home driveway of a deserving fan to a Celtics-themed home court and will also provide the fan with Celtics gear.

As part of the contest the Celtics and RE/MAX of New England will host a free basketball clinic in the community of each winner. This clinic, conducted by a Celtics player, will not only teach basketball skills, but will also stress the importance of leadership, sportsmanship, and community involvement. Both the makeover and clinic will feature a Celtics Legend.



CELTICS HOLIDAY PARTIES



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

For ten years, the players have hosted an annual holiday party for patients at Boston Medical Center's Pediatric Hematology Program. Over 120 young children spend hours with the members of the Celtics having their faces painted, playing games and interacting with the clowns, carolers, and of course, Santa Claus!

Players also 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.



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 prize winners fly on 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

TD BANKNORTH KID'S CLUBHOUSE



As part of their partnership with the Boston Celtics, TD Banknorth is providing children from all over Massachusetts the opportunity to come to a Celtics game through the

"TD Banknorth Kid's Clubhouse" program. This program will bring over 800 children to Celtics games this season. Every child will be provided with transportation, a game ticket, a t-shirt, dinner, a courtside seat to watch the Celtics pre-game warm-ups and recognition on the JumboTron. The "TD Banknorth Kid's Clubhouse" program is another example of how TD Banknorth makes a difference for children in the community.

