



FOR IMMEDIATE RELEASE

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**PUBLIC INVITED TO SPECIAL COMMUNITY
GROUNDBREAKING CELEBRATION**

From Noon until 2 p.m. on Friday, July 25th, the general public is invited to the new Orlando Events Center groundbreaking site (on Church St. between Hughey & Division) to take part in a variety of celebratory activities. Highlights of the community open house will include:

- * **Complimentary Kodak Photographs with a groundbreaking shovel**
- * **A souvenir groundbreaking dirt give-away**
- * **Autographs with Orlando Magic Dancers and Magic Community Ambassador Bo Outlaw**
- * **Interaction with the Orlando Magic JetBlue Crew entertainment team**
- * **Children activities, including face painting, balloon art and pop-a-shot**
- * **A prize wheel featuring Orlando Magic giveaways**

MEDIA ALERT:

For media planning only: Formal groundbreaking ceremonies featuring Orlando Mayor Buddy Dyer, Orange County Mayor Rich Crotty, Orlando Magic President Bob Vander Weide and Orlando Magic Chief Operating Officer Alex Martins, as well as other honored guests, will begin at 10 a.m. on the future site of the Events Center. Breakfast will be served prior to the event at 9 a.m. The media is invited to attend and film/photograph the event.

About The Orlando Magic

Orlando's NBA franchise since 1989, the Magic's mission is to be world champions on and off the court, delivering legendary moments every step of the way. On the court, Orlando has won three division championships (1995, 1996, 2008), had four 50-plus win seasons, and won the Eastern Conference title in 1995. Off the court, on an annual basis the Orlando Magic gives more than \$2 million to the local community by way of sponsorships of events, donated tickets, autographed merchandise, scholarships and grants. Orlando Magic community relations programs impact an estimated 75,000 kids each year, while a Magic staff-wide initiative provides more than 4,000 volunteer hours annually. In addition, over the last 19 years nearly \$14 million has been distributed to local non-profit community organizations via The Orlando Magic Youth Foundation (OMYF) that serve at risk and disadvantaged youth. Ticket highlights for 2008-09 include: 7,569 seats priced \$25 or under per game; a \$27 lower bowl ticket; and tickets priced at \$10 per game. For ticket information log on to orlandomagic.com or call 407-89-MAGIC.

Through the National Basketball Association's NBA CARES program, the league, players and teams will raise and contribute \$100 million for charity, donate more than 1 million hours of hands-on volunteer service to communities worldwide, and build more than 100 places where kids can learn and play over the next five years.

The Orlando Magic is also the developer of the new downtown Events Center which will compete to host major national events, concerts and family shows. Opening in the fall 2010, the facility will be operated by the City of Orlando and owned by the Central Florida Community.