Dear Friends:

Every year, we face the challenge of putting together our Community Relations annual report. The problem, if we can really call it a problem, is that the Detroit Pistons and the Detroit Shock touch so many lives, that summarizing everything into one appropriate theme is very difficult.

But this year, we heard a voice…the voice of Chris Daughtry, asking the question in song, “What about now?”

It's a simple question, but one that elicits some very powerful answers. It asks you to reflect on the things you have done, while looking to the future for things you will do. You will hear the song in the DVD that we have provided. You will also see some of the programs we have been involved with from this past year, as well as years past.

As I watch the images and reflect, I have an overwhelming sense of pride. I realize how the work we have done has truly made a difference in the lives of thousands of people in not just the metro Detroit area, but all over the world.

In this annual report, you will see, through words and pictures, the work we have done to make our world just a little bit better. The results were amazing.

But as you listen to the words of Daughtry, think about the question, “What about now?” This annual report shows what we have done, but it also gets us thinking about what we can still do. I have the utmost confidence that you, our partners, colleagues, benefactors and beneficiaries, will help us with the answers as we look for ways to positively affect the future.

On behalf of the Detroit Pistons and Detroit Shock families, thank you for making a difference.

Sincerely,

PALACE SPORTS & ENTERTAINMENT PRESIDENT AND CEO

Our Mission…

Palace Sports & Entertainment, the Detroit Pistons and the Detroit Shock are dedicated to enriching the lives of our community’s youth and families through our unique resources, teamwork and goodwill. We positively impact lives by developing consequential programs that promote education, recreation and a healthy lifestyle.
Real Men Wear Pink
As part of Breast Health Awareness Month, the Pistons and National City donated $20,000 to provide free mammograms to uninsured women.

NBA Cares Pledge
The league, players and teams pledge to raise and contribute $100 million for charity, donate more than one million hours of hands-on volunteer services to community worldwide, and build more than 250 places where kids can learn and play over the next five years.

Nothing But Nets
Funds raised from auction proceeds were donated to provide more than 100 bed nets to protect children and families in Africa from contracting Malaria.

Tip-A-Shock
The Shock served up more than $4,500 for the American Diabetes Association.

Go Red For Women Night
Players and fans dressed in red to raise awareness of heart disease, the leading cause of death among women.

March of Dimes Walk
The Shock team came out to support the athletes walking to make a difference for March of Dimes.
Mitten Drive
The Pistons partnered with Allstate to collect winter apparel for Orchards Children’s Services.

American Red Cross Blanket Days
The Pistons donated $3,875 to support the Blanket Days campaign.

Building Healthy Communities
The Shock “WNBA Fit” program encourages children of all ages to be active and healthy by teaching them basic fitness education.

FUN-raising
The Pistons-Palace Foundation raised hundreds of thousands of dollars to be reinvested back into the community through its silent auction program on the concourse during each game.

Red, White and Green?
Shock players Katie Smith and Alexis Hornbuckle, along with the rest of the team, contributed to the effort to “Go Green” at the Ronald McDonald House in Detroit.

Habitat for Humanity
The entire Palace Sports & Entertainment team rolled up their sleeves to help build a home for a family whose house was destroyed by Hurricane Katrina.

Charitable Ticket Donations
This past year more than 30,000 tickets were donated to Pistons, Shock and other events at The Palace, DTE Energy Music Theatre and Meadow Brook Music Festival.
Live, Learn and Play Centers
Twenty-one Live, Learn and Play Centers have been renovated throughout metro-Detroit with new carpet, paint, furniture, books, computers and Pistons and Shock graphics to make going to the library fun again.

Know Your Black History Month Tour
The Detroit Pistons and Rock Financial donated $15,000 in scholarships since 2006.

Dancing for Your Dreams
The Pistons dance team, Automotion, has awarded $50,000 in scholarships over the past two years to performing arts students.

Motor City Rollers
Pistons player Lindsey Hunter and Pistons legend John Long coached the Rehabilitation Institute of Michigan Celebrity Wheelchair Basketball Game.

Reaching Higher
The Pistons-Palace Foundation and Pistons player Lindsey Hunter sponsored a nine-week self-esteem course for 25 students at Pontiac Northern High School.

Inspiring Women
The Shock presented Jennifer Litomisky, the Director of the Ronald McDonald House in Detroit, with an Inspiring Women Award for her service and commitment to others.

Back to School Event
Amir Johnson, WJLB’s Dr. Darrius, Hooper and Automotion helped raise attendance for Detroit Public Schools’ Count Day by delivering two new computers to students.

Back Pack Day
The Shock went back to school shopping at Meijer, purchasing 240 new back packs and all the necessary supplies for foster care children at Orchards Children’s Services.

Pistons Rock Detroit
The Pistons-Palace Foundation raised more than $14,000 for literacy programs by selling limited edition underground graphic t-shirts during March is Reading Month.

Read to Achieve
The Detroit Pistons and their Read to Achieve sponsors collected and donated more than 175,000 books over the past eight years.
Michigan Heroes
At one home game each month, the Pistons honored individuals who have gone above and beyond to serve others.

Seats for Soldiers
Season ticket holders and fans donated hundreds of tickets to Selfridge Air National Guard Base for a special game at The Palace.

Pistons NBA Cares Tipoff Event at Children's Hospital
Pistons players, Hooper and Automation took time to do room visits with the kids at Children's Hospital. Courage doesn't always come in big packages.

A Family Affair
Chauncey Billups and Antonio McDyess and their families donated Thanksgiving care packages to the homeless at Pontiac Lighthouse of Oakland County.

Richard “Rip” Hamilton’s Thanksgiving Celebration
Rip and the Rip City Foundation, along with Automation, Hooper and Spare Tires, passed out Thanksgiving care packages to families in need at the Capuchin Services Center in Detroit.

Tay’s Town
Tayshaun and Farah Prince, with an assist from Meijer, purchased and renovated a special suite for children with cancer to come to 41 Pistons home games.

Player Ticket Sections
Thanks to the generosity of nine players, more than 4,000 underprivileged children were able to attend a Pistons game free of charge.

Holiday Celebration at Ronald McDonald House
Amir Johnson, Jarvis Hayes and many PS&E employees helped bring joy to the residents of the Ronald McDonald House by preparing and serving a meal provided by Palace chefs, giving presents and renovating a Live, Learn and Play center.

We know heroes come in all shapes and sizes / Everyday heroes are all around us...
Pistons Make Wishes Come True…
For the first time in sports history, the Pistons turned a home game into a charity telethon including in-arena, TV and radio broadcasts to benefit the Make-A-Wish Foundation of Michigan. Thanks to the generosity of fans, sponsors, players and employees, the 17-hour telethon raised one half-million dollars for children with life-threatening medical conditions.

When we work as one / in 17 hours... / we can raise one half-million dollars... To help children with life-threatening medical conditions / proof that wishes really do come true

Proceeds from the telethon are granting 60 wishes for wish kids in Michigan, which equals one wish every six days.
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PHOTOGRAPHY Allen Einstein and NBAE/Getty Images

SPECIAL THANKS TO George Blaha, DJ Earl and all of the Palace Sports & Entertainment employees

For up-to-date information about the NBA Detroit Pistons and the WNBA Detroit Shock community, visit the official team web sites at www.pistons.com/community or www.detroitshock.com/community

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