Community Relations

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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 entire 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 programs, the NBA positively impacts millions of kids and their parents on a year-round basis through stressing fundamental basketball skill development, teamwork, sportsmanship and positive adult participation. The Jr. NBA/Jr. WNBA aims to develop a life-long passion for the game of basketball by providing 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.
The Bulls are working to help young people develop a lifelong love for reading. "Read To Achieve" is a yearlong outreach reading initiative, promoting the value of reading and encouraging families and adults to read regularly with young children.

Over the years, CharitaBulls, our non-profit foundation, has helped thousands of area children get a head start in life. We host monthly reading events at schools and community centers, fund college scholarships and adopt local schools and libraries. These are just a few of the many programs we sponsor to help encourage children to excel in school and succeed in life.

Because we're not just the Bulls. We're the Chicago Bulls. And proud of it.

Reading takes you to new heights.

Eddy Curry and Tyson Chandler take "time-out" to promote reading with Selena Hernandez of the General Robert E. Wood Boys & Girls Club.
CHARITABLE BULLS

In 1987, we founded a nonprofit organization to aid in civic tasks, especially where children are concerned. CharitaBulls was formed with the mission to enhance the lives of Chicago’s youth by actively creating and supporting educational, recreational and social programs. By fundraising through special events, raffles, corporate and personal donations, we have been able to multiply our financial resources and provide a wealth of support to children and young adults throughout the Chicagoland area.

BULLS SCHOLARS

As part of its commitment to education, CharitaBulls continues to support the Bulls Scholars academic program in conjunction with Chicago Public Schools. Launched in 1998 with a $3.5 million CharitaBulls donation, Bulls Scholars offer seventh and eighth grade students in the Chicago Public Schools system the option to enroll in an additional English and/or algebra course during after-school hours. Students successfully completing the program earn high school credit and learn valuable skills that will assist them with the transition into higher education.

Nearly 1000 students enroll in the Bulls Scholars program each year. CharitaBulls continues to encourage and motivate those students by scheduling appearances from our players and representatives and distributing complimentary tickets to home games and special events. At the close of the program each spring, we recognize the students for their commitment to academic excellence at the Bulls Scholars Jam where our players, mascots and live entertainers organize a celebration in their honor.

SCHOLARSHIPS

CharitaBulls recognizes the growing importance - and rising cost - of a college education. To assist with the burden of collegiate expenses, we offer four $4,000 scholarships each spring to high school seniors. Three recipients are selected from over 1,000 entries based on high school transcripts, extracurricular activities and a written essay for the CharitaBulls scholarships. One additional recipient is awarded the John Paxson Scholarship based on the aforementioned criteria as well as athletic achievements.

JAMES JORDAN BOYS & GIRLS CLUB AND FAMILY LIFE CENTER

In 1994, the James Jordan Boys & Girls Club and Family Life Center was erected in memory of James Jordan, father of Bulls great Michael Jordan. CharitaBulls donated $4.5 million to construct the 40,000 square foot facility located just two blocks from the United Center. The Club features a computer center, art studio, science lab, healthcare clinic, gym, daycare center, dance and game room, classrooms and more.
Since its opening in 1996, the Club has served approximately 1,500 neighborhood children and their families each year as part of the Boys & Girls Clubs of Chicago network. CharitaBulls continues to provide financing for the Center’s programs and complimentary Bulls tickets to the children who frequent the Club.

**CHICAGO PUBLIC LIBRARY**

In 1994, we pledged our support to the Chicago Public Library System by adopting the Mabel Manning Branch Library, located just two blocks west of the United Center. CharitaBulls contributed $50,000 to furnish its Computer Court, a tech center with computers, printers and software for use by library patrons. In 1998, we pledged an additional $50,000 to upgrade the Computer Court’s hardware and software and hire a part-time tutor.

In addition, we regularly participate in the library’s educational programs, donate new and used books, schedule events at the library and provide complimentary game tickets to children and families who utilize the branch.

**CHICAGO PARK DISTRICT BASKETBALL PROGRAMS**

Since 1995, CharitaBulls has donated over $800,000 to a variety of Chicago Park District basketball programs including leagues for men, women and children. Currently, our non-profit organization funds the Inner City Hoops League and Citywide Championships that serve as grassroots programs for children, ages 9-12.

In 1990, a $1 million, five-year commitment was made by CharitaBulls to refurbish 140 damaged city basketball courts through the Chicago Park District/CharitaBulls Basketball Court Renovation. The courts continue to be used for a variety of Park District leagues, tournaments and recreational play.

**OTHER RECIPIENTS**

As part of its goal, CharitaBulls strives to assist other organizations who share our mission of enhancing the lives of children. To that end, we have recently contributed to the efforts of a number of Chicagoland non-profit organizations through financial and in-kind donations.

**CharitaBulls Fundraising**

To fund the numerous programs CharitaBulls supports, we rely on contributions from our corporate partners, individuals and the following annual fundraising events and programs:

**TIP-OFF LUNCHEON**

Each October, we officially open the season by hosting nearly 1,000 guests at our Tip-Off Luncheon. Held at a downtown Chicago hotel, the event provides our fans and supporters with the opportunity to hear what is on tap for the upcoming season with addresses from management, coaches and the players themselves. In conjunction with the event, we hold a silent auction of autographed Bulls memorabilia and all proceeds benefit CharitaBulls.

**50/50 RAFFLE**

At every home game during the regular season we sell tickets for our 50/50 Raffle. During the fourth quarter of each home game, one lucky winner is drawn to take home 50 percent of the evening’s net earnings from ticket sales. The remaining 50 percent benefits CharitaBulls. Since the 1996-97 season when it was first introduced the 50/50 Raffle has raised over $1 million.

**MEMORABILIA AUCTIONS**

In-game memorabilia auctions offer our fans and visitors a chance to own a piece of Bulls’ history while contributing to the CharitaBulls mission. Items such as autographed jerseys, basketballs and shoes from players past and present are displayed for silent bidding throughout each home game. Approximately $75,000 is raised each season through our in-game auctions.

**UNBULLIEVABLE DREAM CAR RAFFLE**

The newest of the CharitaBulls fundraisers, the UnBULLievable Dream Car Raffle, has become one of the most popular among Bulls fans. During a portion of the season, a maximum of 2,000 tickets are sold for $100 each for the chance to win a “dream car” or one of over 400 other prizes. Ticket purchasers have approximately a 1-in-5 chance to take home prizes such as a plasma screen television, Vespa scooter, autographed Bulls items, cash prizes, restaurant certificates, hotel stays and Bulls tickets. The Grand Prize Winner earns the choice between one of three luxury cars or a cash prize. The Raffle has met with great enthusiasm in its first two years of operation while raising nearly $50,000.

**FESTAUBULLS**

The most widely known and anticipated CharitaBulls fundraiser, FestaBulls, is a dinner auction held each spring at our training facility, the Berto Center. Our roster of players, coaches, management and broadcasters are in attendance to dine, mix and mingle with fans in an intimate set-
COMMUNITY RELATIONS

School Programs

It is our responsibility as a corporate member of this community to ensure that the children who attend our schools receive a quality education. By working with the faculty and leaders of local institutions we aspire to encourage and enhance the learning that takes place in their classrooms on a daily basis. In order to properly teach students to read, write, calculate and problem solve our schools need to be properly funded, equipped and staffed.

Through educational programs, financial contributions, donations of materials and the provision of guest speakers, we strive to assist our schools in developing our local students to graduate with strong minds and solid character.

RUNNING WITH THE BULLS 5K

The streets surrounding the United Center transform into a 5K race course every June for the Miller Lite Running with the Bulls 5K. Nearly 1,000 running and walking enthusiasts participate in the road race each summer followed by a post party celebration that boasts the Pepsi Edge Kids Fun Run, autograph sessions with our players, music, basketball contests and an awards ceremony. Nearly $30,000 is annually raised for CharitaBulls as the number of participants and spectators increases each summer.

SPONSOR DONATIONS

The generosity of our corporate partners plays a tremendous role in CharitaBulls programming. By donating funds based on the number of victories, dunks, free throws, blocked shots, points, steals, rebounds and assists our team logs each season, corporations allow our organization to continue providing support to the youth in our area. The CharitaBulls Corporate Sponsor Program accounts for approximately $100,000 each year.

ADDITIONAL FUNDING SOURCES

Additional funds are generated through personal scoreboard messages ($50 donation), in-game gift packages ($500), private donations and United Center tours.

READ TO ACHIEVE

Our premiere program, Read To Achieve, is an NBA league-wide initiative that combats the crucial illiteracy problem currently facing our nation. The program's main goal is to inspire literacy by encouraging families and adults to read regularly with young children. Using a variety of tactics, we aim to develop solid reading habits and provide healthy reading materials for young readers in our area. To that end, we have developed a series of elements to support that initiative year round.

Reading Time-Outs - Each October, we tip-off a new season of Read To Achieve with an event for young students hosted by all of our players at the Berto Center. Every month, we host similar reading events that include visits to libraries, schools and youth centers as well as trips to local landmarks, zoos, museums and educational tours. These Reading Time-Outs are our opportunity to spend one-on-one time with children reading books, discussing the importance of education, playing literacy games and delivering motivational speeches. In offering the availability of our players and personalities to discuss their enthusiasm for reading and learning, we hope to inspire young students to follow in those footsteps and use education as a foothold to their future.

Special Reading Time-Outs are planned during the December holidays, Martin Luther King, Jr.'s January birthday and Black History Month in February. These themed outings are the perfect opportunity for us to celebrate with students, help them understand the significance of these holidays and demonstrate the effects of historical events and persons on our lives today.

Chicago Bulls Reading and Learning Centers - Each year, we commit to building a Chicago Bulls Reading and Learning Center at a local school, library, boys and girls club, youth center or group home. By providing a local facility with a quiet, well-equipped area for reading and research, we offer additional educational resources to young students. The Centers are renovated as necessary with new paint, shelving, carpeting, lighting, reading and research materials, computers, furniture and other supplies. Chicago Bulls Reading and Learning Centers have previously been established at Martin Luther King Boys and Girls Club, Illinois Center for Rehabilitation and Education-Roosevelt and Chicago Youth Center-ABC.

On a smaller scale, we created Reading Corners at our two adopted schools in the United Center neighborhood: William H. Brown and Victor Herbert Elementary schools. Small areas in each school were decorated in red and black
and filled with new reading materials, furniture and carpeting. The finished areas are used as quiet, comfortable corners where students can study, read leisurely or complete homework assignments.

Chicago Bulls/Chicago Public Schools Spelling Bee - In conjunction with Chicago Public Schools (CPS), we host the Chicago Bulls/Chicago Public Schools Spelling Bee each spring. Over 30 CPS schools participate in the annual Bee by enrolling a team of four spellers for competition. The day-long event features four rounds of competition leading up to the Championship Round. The winning foursome receives trophies, prizes and the opportunity to be recognized in an on-court ceremony at a home game. Eliminated teams compete in the Gamers Round, testing their literacy skills in games such as Scrabble, Boggle and UpWords.

All-Star Reading Team - To assist us in executing the Read To Achieve program, we enlist the support of our players, coaches, front office management team, broadcasters, local media members, Chicago dignitaries, education professionals and business leaders. As members of our All-Star Reading Team, these individuals volunteer their time to assist us with all aspects of the program from Reading Time Outs to the construction of the Reading and Learning Center.

Book Donations - Throughout the year, we donate over 5,000 new books to students, libraries, schools, youth centers and clubs. In keeping fresh, new materials on the shelves, we hope to ensure that students have every opportunity to develop reading skills and learn about subjects that interest them.

ADOPT-A-SCHOOL

It is our privilege to share a special relationship with two of our neighborhood schools through the Adopt-A-School program. William H. Brown and Victor Herbert Elementary schools, located in the immediate vicinity of the United Center, receive special attention from our organization in the way of player appearances, ticket donations, autographed items, arena tours and souvenirs. We work daily with the faculty at these institutions offering our assets to encourage students to excel at their studies, demonstrate a commitment to their education and maintain superior attendance records.

In addition to our in-kind support, we also provide financial assistance. In 1999, we contributed $17,000 to the construction of a new Computer Court at Brown Elementary and in 2000 we donated another $2,000 to establish a Math and Science lab.

ART CONTEST

To encourage creativity and interest in the arts, we annually host the Bulls/Pepsi Art Contest for students in grades one through six. Eligible students are invited to draw, color or paint a scene depicting Bulls basketball using either our team logo or the words “Chicago Bulls.” Over 3,000 entries are received each year from students residing in Lake, Cook, Will, McHenry, Kane and DuPage counties. The top three winners are honored in an on-court ceremony and their artwork is featured in BasketBull (team magazine), BullPen (game program) and our team yearbook.

UNITED CENTER JOINT VENTURE SCHOLARSHIPS

The United Center Joint Venture annually awards $20,000 in scholarships to qualified students attending Malcolm X College. Located directly south of the United Center, Malcolm X strives to empower each of its students through diverse experiences that enhance educational development and cultural enrichment. The United Center Neighborhood Scholarship and the United Center Scholarship are awarded annually to qualified students through the school’s financial aid office.

Basketball Programs

By utilizing our strongest talent – our finesse in the game of basketball – we can inspire young talents and create a lasting impression on the lives of our neighbors. Passing on the skills and knowledge of the world’s greatest game to young fans and aspiring athletes is a direct investment in the future. As we develop their skills and understanding of the game, we teach the universal values of teamwork, strong leadership and perseverance. When applied to real-life situations as well as sport, those attributes pave the road to success.

CORPORATE CHARITY TICKET SECTIONS

Each season, we receive a wealth of support from our corporate sponsors in the way of ticket donations. Several partners elect to purchase groups of 25 season tickets to be donated to local charities throughout the season. Through their generosity we are able to share the excitement of a live Bulls game with underprivileged residents in our area. In so doing, we reach out and touch the lives of many by sharing our talents with them.

PLAYER TICKET SECTIONS

Our players share their good fortune with others by personally purchasing tickets to be distributed to local charities, schools, group homes and after-school programs. A number of players volunteer to participate in this effort each year, footing the bill for hundreds of tickets to be distributed to families who would otherwise be unable to attend a professional sports event. To add to the experience, they provide each guest with a specially designed t-shirt commemorating the occasion. The beneficiaries of our players’ generosity are treated many for the first time to a live, professional sports contest where they are the guests of honor.

NBA 2BALL

2Ball is an NBA league-wide youth basketball skills program which focuses on teamwork and the development of core basketball skills. Conducted with the Illinois Park and
Community Relations

Recreation Association, 2Ball is a half-court shooting competition played by boys and girls, ages nine and older.

Teams of two register for the competition through their local park districts and compete through several rounds leading to the championship held each spring at the United Center. The half-court contest allows each two-man team one minute to take alternate shots from marked locations. Each spot is worth a specific point value based upon difficulty and the team with the most points is declared the winner. Each year, approximately 5,000 youngsters participate in the Bulls’ 2Ball program at more than 90 local park districts throughout the state of Illinois.

Bulls Basketball Schools
Introduced in 1999, the Bulls Basketball Schools is a series of summer basketball camps for children, ages 6-14. Designed to be the finest youth basketball program in the country, the schools are coordinated through local park districts at over 150 community locations throughout Chicago and its suburbs. The week-long camps feature more than three hours of skills and fundamentals instruction each day by the top youth coaches in the area.

Chicago Wheelchair Bulls
The Chicago Wheelchair Bulls program provides an outlet for wheelchair-restricted people to challenge and advance their basketball skills in games against other teams on a national and international level. As a conduit to help others realize that people confined to wheelchairs can and do lead active, productive lives, the Chicago Wheelchair Bulls have established a reputation as one of the nation’s top wheelchair teams. Each year, the team competes at Bulls games, a number of charity games and has sent representatives to appear in the NBA’s All-Star Weekend Wheelchair Basketball Game. In 1997, the Chicago Wheelchair Bulls created the Junior Wheelchair Bulls team, opening up the opportunity to wheelchair-restricted youth. In 2001, the Bulls made a $10,000 contribution to fortify this program.

Community Outreach

Although we reside in a city of millions, we are not immune from experiencing the thrill of each personal success and the pain of each individual’s trials. When one of our neighbors triumphs, we rejoice in his good fortune. And when one falls, we instinctively reach to lift him up. Through a variety of community outreach programs, we aspire to lift the spirits and burdens of our neighbors by extending helping hands, no matter how big or small the task may be.

Near West Side Community Relations
In 2000, the United Center pledged $1 million to support The Home Visitors Program (HVP) – an initiative that focuses on transitioning residents in Henry Horner Homes. At the close of 2003, the program was responsible for assisting over 500 residents with their transition from the high-rises into new housing. By helping these families find employment, resolve non-compliance issues with the Chicago Housing Authority and connect with social services, HVP brings stability to struggling families. The United Center continues to support the initiative with significant financial donations each year.

In addition, we join forces with the United Center for other initiatives on the west side in an effort to strengthen the community and improve the lives of its residents. In 1999, the United Center contributed $100,000 to rebuild St. Stephen’s Church after it was destroyed by fire. Over $1.6 million has been invested by us and the United Center in educational and athletic programs at Malcolm X College located just south of the arena.

Chicago Gateway Green
In the fall of 2002 the Bulls partnered with Illinois Congressman Mark Kirk to answer the call of the North Chicago community. After losing two of their young men to teen violence, the northeastern Illinois neighborhood was desperately in search of after school and athletic programs. To assist them in developing a safe environment for youth basketball leagues and tournaments, we donated $100,000 and the plans to renovate two of the Park District’s deteriorated outdoor basketball courts. The resurfaced courts were created in the likeness of the Bulls’ home court at the United Center and provide safety with outdoor lighting, bleacher seating and newly-installed fencing. The courts were officially opened in April, 2003, and host children of all ages for recreational play as well as numerous tournaments and leagues during the warm weather months.

United Center Community Economic Development Fund
One of our most ambitious undertakings in partnership with the Chicago Blackhawks and the United Center is the United Center Economic Development Fund. Formulated in 1995, the $1 million fund was developed to stimulate new business and create new jobs in the neighborhood. Through the fund, the three groups continue to offer assistance to businesses lacking traditional access to capital resources. In turn, jobs are created in the areas that need them most.
FOOD DRIVES
When the residents in our neighborhoods are struggling without life's essentials, we are especially troubled and compelled to offer a helping hand. Those who are homeless, hungry and unemployed battle every day merely to survive.

Twice a year, we concentrate on the needs of the hungry in our own community by hosting food drives at our home games. Each December, we team up with the Mayor’s Office of Special Events to collect food donations from employees and fans for holiday meals. Nearly two tons of non-perishable items are collected each year and distributed to Chicago-area food kitchens and shelters through the Chicago Anti-Hunger Federation. In March, we coordinate a non-holiday food drive with the Greater Food Depository to keep the food closets filled year round.

DONATIONS
We receive countless requests from non-profit organizations, schools, hospitals and churches for items to assist fundraising efforts and provide student incentives. By donating autographed sports items and tickets, we help local charity groups raise over $125,000 each year. On top of that, we make numerous deliveries of merchandise and souvenirs on a daily basis. Those in-kind donations provide teachers, sports groups, after-school programs and other community organizations with incentives and prizes to assist with their daily efforts.

BOB LOVE
For 13 years, former Bull and three-time NBA All-Star Bob Love has served as our Director of Community Affairs. Once severely hindered by a significant stuttering problem, Bob travels the Chicagoland area and country to make over 300 annual appearances on behalf of the organization. As a motivational speaker, Bob shares his story of fear and humiliation that lasted from his childhood through his NBA career because of his inability to verbally communicate with others. In discussing the obstacles he overcame to advance from living in silence to delivering hundreds of speeches a year, Bob eloquently verbalizes the message to our youth that any dream is a reality if it is approached with determination, discipline and diligence.

Along with lessons from his own personal experience, Bob assists in promoting the values of reading and education as part of our Read To Achieve program. He is available free-of-charge for appearances, speaking engagements and special events.

TEAM MATES
Team Mates is a philanthropic organization formed by the wives and family members of our front office employees, players, coaches and broadcasters. During the season, Team Mates organizes fundraisers to generate financial support for the variety of causes to which they lend support. Over the years, they have made contributions to Children’s Memorial Hospital’s Injury-Free Chicago Program, West Side Future, Chicagoland Radio Information Services, Inc. (CRIS), the Better Care for Youth Clinic at Suder Elementary School, Alzheimer’s Association and several others. In addition to local efforts, the organization also supports the NBA’s national initiative, NBA Wives Save Lives, to encourage breast cancer awareness.

WISH-GRANTING ORGANIZATIONS
Make-A-Wish and Starlight Foundations are well-known for their efforts to make the dreams of critically ill children come true. When the wish of one terminally ill child is to meet one of our players or attend a game, our dream comes true. Several times a year, we are thrilled to open our home to these special guests and share an evening with them. To see the excitement in their eyes and the smiles on their faces is truly a reward.

PSAS
As professional athletes, our players and select members of the management team receive the opportunity to serve as spokespersons for a variety of causes. With their celebrity notoriety they possess the ability to deliver important messages with impact. We utilize that asset by producing a number of PSAs both for television and radio to drive messages of public importance or to help other nonprofit organizations gain public support.

Fan Services
More valuable than any monetary contribution is the gift of time. It is when we donate our most valuable assets that our intentions are most warmly received. When the fans who support us with enthusiasm, loyalty and allegiance call on us to aid in their causes, we are pleased to match their request with the same energy they demonstrate to us daily.

APPEARANCES
Our players, mascots, staff and personalities make hundreds of appearances each year to charity benefits, hospitals, speaking engagements, fundraisers, grand openings, clinics, career sessions and other special events to lend our assistance to those who desire it. By donating our time to attend events, speak to groups and interact with others, we hope to bring additional awareness and support to the important work other organizations are conducting.

Our in-game entertainers share their special talents throughout the year by performing at numerous events such as community parades, road races, walk-a-thons, school assemblies, fundraisers, hospitals, private parties, company events, golf outings and more. The Luvabulls, Matadors, Benny the Bull, Da Bull, Junior Luvabulls and IncrediBulls add hundreds of these appearances to their schedules each season in an effort to give what they can to others.
Philosophy

As professional teams, we are in a unique position to help the aspiring athlete pull from these great games all that they have to offer. This Academy is the bridge between the Bulls and Sox, for the athletes who want to push themselves to attain the very highest level of achievement.

We have created the most sophisticated youth player development facility in America. All we ask of you as you cross the threshold of our Academy is to pledge your best effort to us. In return, you will receive the very best that the Bulls and Sox have to offer.

At the Academy, you will be training in an environment that stresses the values of sportsmanship, integrity, and teamwork. “Because we love this game and kids who play it,” is not only our motto, but our mandate to strictly maintain an environment that allows young athletes to grow into mature and productive well-rounded citizens.

The Academy is the only resource for total athlete training and counsel, offering youngsters the most progressive, knowledgeable and caring athletic assessment and personalized training capabilities available. The Academy was created in response to kids’, parents’ and coaches’ overwhelming desire for professional instruction and advanced training equipment for young athletes.

Technology

Founded in 2001, the Training Academy is a 57,000 square foot facility with state-of-the-art technology. Three maple basketball courts, thirteen retractable hitting and pitching tunnels, 20,000 square feet of turfed infield and Sports Performance strength and conditioning capabilities. Young athletes can participate at the Academy through premiere teams, leagues, individual and group lessons, and membership packages.

DIGITAL MOTION ANALYSIS

This system captures and evaluates video frame-by-frame, with split screen capabilities demonstrating detailed comparisons. Instructors have the ability to burn CD-ROM’s for each student, drawing lines and angles as references for later examination and comparison. This is the same program used by Bulls and White Sox coaches and professional scouts for evaluation, instruction, and the identification of potential draft choices.

PROBATTER

Also featured at the Academy is the lauded multi-media ProBatter pitching machine, the most realistic, game-like hitting device available to professional athletes. ProBatter features a life-sized player projection screen and the ability to throw any pitch, from curveballs to sliders, to any location with pinpoint accuracy and speed.

For more information on the Chicago Bulls/White Sox Training Academy, visit us at www.BullsSoxAcademy.com or call 630-752-9225.