Little Caesars Arena (LCA), home of the Detroit Pistons (NBA) and Detroit Red Wings (NHL), other sporting events, concerts, family shows and trade shows, is one of the newest gems of sporting arenas in the country. Built in 2017, LCA is the centerpiece of a 50-block sports and entertainment area known as The District Detroit. The District Detroit unites eight world-class theaters, five neighborhoods and three professional sports venues in one vibrant, walkable destination for people to live, work and enjoy exciting entertainment in an urban environment. By housing the Pistons, Red Wings, Tigers (MLB) and Lions (NFL), The District Detroit holds the unique distinction of being the only city in the country to house four professional sports franchises in one downtown area.

At the heart of the action is LCA, a 785,000-square-foot, state-of-the-art venue which hosts 200-plus sports and entertainment events per year. The Via, a streetscape-inspired indoor concourse, comprises of restaurants and historical memorabilia surrounding the arena bowl with an authentic urban feel. Guests have multiple dining options inside LCA with access to seven restaurants and seven bars in addition to the many concessions choices. Other highlights of the arena include world-class technology throughout, including super high-speed Wi-Fi, mobile ticketing, industry-leading wayfinding, ultra-high-definition video, several fan interactive stations and convenient charging stations.

Guests attending events at LCA are able to enjoy music and entertainment in the venue’s outdoor plaza which provides an exceptional atmosphere with a massive video wall for viewing parties, outdoor concerts, tailgating and more.

Additionally, a spacious patio and lawn area for public and private events, along with a glass-enclosed, four-season pavilion bar, which features a retractable roof and walls, allows for a fun experience regardless of the weather.

**LITTLE CAESARS ARENA FACTS**

- **CAPACITY:** 20,332
- **SUITES:** 62
- **NUMBER OF EVENTS:** 200-plus per year
- **LOUNGES & CLUBS:** 7
- **CONCOURSE WIDTH:** 90 feet
- **RESTROOM FIXTURES:** 524
- **HIGH-DEFINITION TVS:** 1,100

**SCOREBOARD:** At the time of construction, it was the largest in-arena construction with a total weight of 89,750 pounds. **DIMENSIONS:** 43’9” x 43’9” x 32’ x 10’

**SQUARE FOOTAGE:** 65,000 — total area of concourse surrounding Little Caesars Arena bowl

**NUMBER OF PEOPLE WHO WORKED ON BUILDING ARENA:** 5,425-plus
The Detroit Pistons Community & Social Responsibility Mission is to use the game of basketball as a vehicle for change that will inspire and impact the Detroit community. The four pillars of focus are Education, Health & Fitness, Mentoring and Equality with the flagship program of Basketball For All serving as the primary community initiative.

DETROIT COMMUNITY & SOCIAL RESPONSIBILITY PROGRAMMING

The Detroit Pistons have brought professional basketball back to Detroit. Tom Gores’ vision is to put an exciting and talented team on the court and be the leader in social responsibility off the court in the Detroit area. In support of this, the Detroit Pistons launched the Basketball for All program. The goal of the program is to put basketballs in the hands of all underserved youth in Metro Detroit. But it’s bigger than just giving away basketballs. It’s the belief that providing safe places for children to play should be a commitment we all make and that providing every child with a basketball will encourage health and wellness to last a lifetime. Basketball should not just be a sport for some, but accessible to everyone.

Renovating courts and distributing basketballs over the course of the next six years are just the beginning. The long-term vision is to create communal gathering areas for the neighborhoods surrounding these parks by facilitating activities and programs for people of all ages to enjoy. This ongoing commitment requires a strong bond with the city of Detroit and dedicated partners to build amazing experiences with each renovated park or basketball distributed.

THE DETROIT PISTONS FOUNDATION

The Detroit Pistons Foundation administers grants for charitable purposes in the areas of education and mentoring, health and fitness, and youth leadership and development.

The Detroit Pistons, Owner Tom Gores, Vice Chairman Arn Tellem and the Detroit Pistons Foundation began a campaign to connect the Pistons with key community organizations in Detroit and the region. The Detroit Pistons Foundation has committed more than $3 million in grants to eight Metro Detroit charities since 2016 with the goal of being a stakeholder and contributor to the continued revitalization of Detroit and the region.

Each philanthropic grant includes the opportunity to align with Detroit Pistons Community and Social Responsibility platforms, players, legends, or executives. The following organizations are partners of the Detroit Pistons Foundation during the 2019-20 NBA Season.

- BING Youth Institute
- City Year Detroit
- Detroit Police Athletic League (PAL)
- Detroit Symphony Orchestra
- Forgotten Harvest
- Grow Detroit’s Young Talent
- S.A.V.Y. Detroit Play Center
- Sphinx Organization

The Pistons focus on aiding local youth in achieving their academic potential by providing resources to further their education. The Pistons partner with organizations to educate students on the importance of completing their FAFSA forms. The goal is to achieve 65 percent FAFSA completion and to offer prizes and incentives to high schools making the greatest strides improving FAFSA completion rates.

The Pistons implement the Math Hoops board game into local classrooms and after school programs, making math fun and interactive while improving math scores. The Pistons provide incentives throughout the program and host a regional tournament, an event that brings the game to life using Pistons players as pawns in the game.

In partnership with Henry Ford Health System, the Pistons promote the importance of a healthy lifestyle through clinics, cooking classes, as well as educational and interactive events.

MENTORING

BUILDING BRIDGES THROUGH BASKETBALL

The Detroit Pistons team up with Ross Initiative in Sports for Equality (RISE) for a 10-week program that brings local youth and law enforcement together. The program engages adolescents in weekly 2.5-hour sessions featuring a combination of on-court basketball programming and a curriculum on leadership, conflict resolution, identity and diversity.

FARM BUREAU INSURANCE GAME CHANGERS

The Game Changers program recognizes and rewards educators in Southeast Michigan that are making a positive impact in their classroom and in the lives of their students. Educators were chosen based on nominations by students, fellow educators and family members. They were invited to a home game and presented a $1,000 check donation for them to use on their students’classroom.

MENTOR

The Pistons focus on driving positive change amongst metro Detroit youth by helping to foster the mentor/mentee relationship. PSA’s are created of Pistons players sharing their stories about their mentors and how they have been affected by these role models, as well as, encourage others to become mentors. The Pistons also partner with local mentoring organizations to provide events and programs for mentors and their mentees.
The Pistons participate in Autism Awareness Month by hosting affected families at home games and partnering with organizations that assist autistic youth and adults.

COMMUNITY & PLAYER CHARITY TICKET SECTIONS
The Pistons provide tickets to Detroit youth and residents to attend the games, in support of and in connection with community educational programs and initiatives.

GO GREEN
Through programs and PSAs, the Pistons promote environmental education and sustainability.

HOOPS FOR ST. JUDE
Pistons players and coaches visit with patients being treated at St. Jude Children’s Research Hospital when the team plays in Memphis. In addition, local St. Jude patient families are invited to a special Pistons home game during Hoops for St. Jude week in March.

HOOPS FOR TROOPS
The Pistons are proud to celebrate and honor veterans and active duty military through a special Veterans Day Game, Commitment to Service opportunities, as well as, host a special career fair dedicated to connecting veterans with local companies.

PLAYER INITIATIVES
The Pistons Community Relations and Social Responsibility team aids players in personal initiatives and events they wish to participate in throughout the season.

SEASON OF GIVING
During the winter holidays, the Detroit Pistons have teamed up with Meijer to provide basic needs to deserving members of the community and provide holiday cheer in the spirit of giving to the community.

MOTOR CITY MOTOR COACH
The Pistons utilize an exclusive, Pistons-wrapped bus to bring organizations to selected Pistons home games. These opportunities are aimed at exposing under-served, deserving youth to sports and entertainment experiences.
WELCOME TO THE PISTONS ACADEMY presented by KROGER

The Pistons Academy facilitates youth basketball programs throughout the state of Michigan. These programs are designed to teach, challenge and thrill all those who participate! We have established programming in three areas: Instruction, Competition and Special Events. For more information and to view a listing of all our programs, visit our website at www.pistonsacademy.com or call us at 248-377-8653.

INSTRUCTION:
• Summer Camps
• Skills Clinics
• All-Girl Programs
• Leadership Training

COMPETITION:
• Youth Leagues
• 3-on-3 Tournaments
• Pistons Elite AAU Teams

SPECIAL EVENTS:
• Coaching & Officiating Clinics
• Pistons Academy Awards Show
• Halftime games at Little Caesars Arena

AARON SMITH [DIRECTOR, YOUTH ENGAGEMENT & DEVELOPMENT]

Aaron Smith is entering his 19th year with the organization and brings a high level of energy and experience to all youth programming initiatives. Smith has been working camps for 17 years. In addition to emceeing numerous Detroit Pistons events, he serves as a motivational speaker for the Detroit Pistons state-wide school assembly program. Smith is also the Boys Varsity Basketball Coach at Royal Oak High School.

GEO THOMAS [DIRECTOR OF FAN DEVELOPMENT]

Geo Thomas begins his eighth year as director of the Pistons Academy and has been facilitating youth basketball programs since 1987. His innovative management style along with 30-plus years of experience in coaching and officiating has helped him build a staff of experienced and energetic instructors.
BROADCASTERS

GEORGE BLAHA
[PLAY-BY-PLAY ANNOUNCER]

A local broadcasting icon and one of the most recognizable personalities in Detroit and the NBA, George Blaha begins his 44th consecutive season as the television and radio play-by-play voice of the Detroit Pistons in 2019-20. The “Voice of the Pistons” is the longest tenured play-by-play announcer in the State of Michigan. Blaha brings a high-energy style to go with his extensive basketball knowledge and demonstrates a true passion for Pistons basketball. His trademark colloquialisms such as, “two and twenty-two to play”, “a high glass gun that goes” and “count that baby and a four!” have thrilled Pistons fans of all ages for over four decades.

Blaha, an inductee into the Michigan Sports Hall of Fame in 2008, has been the recipient of many industry awards, including the Ty Tyson Award for broadcasting excellence by the Detroit Sports Broadcasters Association in 2002 and Michigan Sports Broadcaster of the Year from the National Sportscasters and Sportswriters Association in 2003 and 2007.

Blaha handles play-by-play duties on either television or radio for all 82 regular-season games plus pre and post-season games on FS Detroit and 97.1 FM - the Pistons flagship stations. In addition to his Pistons responsibilities, Blaha has handled play-by-play duties for Michigan State Football since 1971. In 2002, he was made an honorary alumnus of Michigan State University and in 2008, named an honorary member of the Spartan S Letterman’s Club.

During the Pistons off-season, Blaha stays active as a Pistons ambassador making appearances at charitable and community events. His annual “High-Hopes” golf outing for the Vista Maria home for abused young women in the metropolitan area, has raised nearly $1 million for the charity. He is also the honorary chairman of the annual golf outing for the St. Louis Center for the developmentally disabled. Blaha serves as spokesman and fundraiser for the Michigan Anti-Cruelty Society, benefiting neglected and abused animals in the City of Detroit. In addition, Blaha is actively involved with the Inkster Legends free youth basketball camp and the Detroit Roadrunners youth basketball club.

Born in Detroit, Blaha was raised in Marshalltown, Iowa and Grayling, Michigan. He graduated with a B.A. in economics from Notre Dame University and earned an MBA from the University of Michigan. George and his wife, Mary, reside in Troy and Gaylord.

Greg Kelser joins George Blaha for his 23rd season as television analyst on FS Detroit. Kelser has worked Pistons games on television and radio since 1988. He has established himself as a veteran NBA color commentator working the past 26 seasons for the Pistons’ cable partners. In addition to his analytical duties, Kelser also lends his expertise during segments of the pre-game show.

Kelser worked six seasons with PASS Sports prior to his FS Detroit engagement. He served as the Pistons color commentator for WWJ radio during home games from 1988-93 and has also worked on collegiate television broadcasts in a variety of settings, including the NCAA tournament.

A former All-American and Academic All-American at Michigan State University, Kelser, along with Earvin “Magic” Johnson, captained the Spartans to the 1979 NCAA Championship. He was drafted by the Pistons in 1979 and played in Detroit until he was traded to the Seattle Supersonics for Vinne Johnson.

Kelser is a true passion for Pistons basketball. His trademark colloquialisms such as “two and twenty-two to play”, “a high glass gun that goes” and “count that baby and a four!” have thrilled Pistons fans of all ages for over four decades.

An active member in his community, Kelser conducts several basketball camps during the summer and is involved in various charities throughout the state of Michigan.

MARK CHAMPION
[RADIO PLAY-BY-PLAY]

Mark Champion enters his 26th season with the Detroit Pistons as the radio voice in 2019-20. Champion first joined the Pistons organization in 1992 sharing the airwaves with George Blaha until the end of the 1995-96 season. He rejoined the organization for the 2001-02 season in his new capacity.

A radio veteran who brings 40-plus years of sports broadcasting experience to the microphone, Champion served as the radio voice of the Detroit Lions, a post he held for 16 seasons. He has also served as the voice of Michigan State Men’s Basketball and has worked in three Winter Olympics Games.

In addition to his duties with the Pistons and Lions, Champion handled television play-by-play duties for the Detroit Fury of the Arena Football League (AFL). Most recognized among NFL announcing circles for his work with the Lions and earlier with the Tampa Bay Buccaneers, Champion serves as the voice for Disney asking the Super Bowl MVP “Where are you going next?”

A Muncie, Indiana native, Champion resides in Lake Orion.

RICK MAHORN
[ANALYST]

Rick Mahorn begins his 18th season as a color analyst for the Pistons radio broadcast network. Mahorn brings his extensive NBA experience and joins Mark Champion and George Blaha to deliver insightful commentary during all 82 regular-season games.

Following an 18-year NBA playing career, Mahorn served as head coach of the Rockford Lightning of the Continental Basketball Association (CBA) for the 1999-00 season. He led the Lightning to a 15-7 overall record and the American Conference title, which earned them a No. 2 seed in the 2000 CBA Playoffs. Mahorn’s coaching excellence was recognized in two CBA Coach-of-the-Month Awards. He then joined the coaching staff of the Atlanta Hawks under Lon Kruger during the 2001-02 season.

In 2005, Mahorn joined the Detroit Shock coaching staff, helping take the team to a seventh straight playoff appearance and third WNBA Championship. In 2009, three games into the WNBA season, Mahorn took over the head coaching position after Bill Laimbeer resigned and led the Shock to the Eastern Conference Finals in its last season in Detroit before relocating to Tulsa, OK.

Mahorn was drafted by the Washington Bullets (now Wizards) in the second round of the 1980 NBA Draft. He came to Detroit prior to the 1985-86 season and helped the franchise win its first championship as a member of the original “Bad Boys” team in 1988-89. He also earned All-NBA second team defensive honors that season. He later had a second stint with the Pistons from 1994-98.

A Hartford, CT, native, Mahorn was a four-year letter winner at Hampton Institute (VA). He was a three-time NCAA Division II and NCAA All-American and owned 18 school records. Mahorn returned to Hampton after his playing career and completed his degree in May 2015.
The mission of Pistons Entertainment is to create the most impactful home court advantage in the NBA by educating, informing and entertaining fans of all ages.
LASHELL RENEE
The Detroit Pistons National Anthem Singer performs at every home game during the season. LaShell Renee is a renowned jazz and blues singer who is available for your next event.

THE DANCING USHER
The Detroit Pistons Dancing Usher is one of the most electrifying performers in the NBA. The Dancing Usher is available for promotional events and meet-and-greets.

MASON
Mason is the Pistons in-game emcee who announces player intros, in-game PA reads and game announcements.

HOOPER
Hooper is a fan-friendly entertaining mascot who cheers, engages, dances, and stunts during halftimes, timeouts and quarter breaks.
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**KEY**

- **Home Game**
- **Away Game**

**TV/RADIO BROADCAST**

- FSD Plus
- ESPN
- TNT
- NBA TV

**ALL TIMES LISTED ARE EASTERN STANDARD**

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**2019-20 GIVEAWAY SCHEDULE**

1. **THU, OCT. 24** - OPENING NIGHT T-SHIRT
   - Sponsored by MotorCity Casino

2. **SAT, OCT. 26** - PISTONS BEANIE
   - Sponsored by MotorCity Casino

3. **SUN, DEC. 1** - PISTONS SCARF
   - Sponsored by MotorCity Casino

4. **SAT, JAN. 25** - ARTIST HAT SERIES #1
   - Sponsored by Fox Sports Detroit

5. **SAT, MAR. 7** - ARTIST HAT SERIES #2
   - Sponsored by Fox Sports Detroit

6. **SUN, MAR. 22** - ARTIST HAT SERIES #3
   - Sponsored by Fox Sports Detroit

7. **SUN, MAR. 29** - PISTONS PENNANT
   - Sponsored by Sprite

*Items and availability subject to change*
Blake Griffin and Flagstar Bank present

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- EARLY ACCESS TO GAMES
- DISCOUNTS ON PISTONS HOME TICKETS
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  GAME TICKETS, AND MORE

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DETROIT SPORTS TALK ALL DAY

PROUD PARTNER OF THE

DETROIT PISTONS

Little Caesars arena