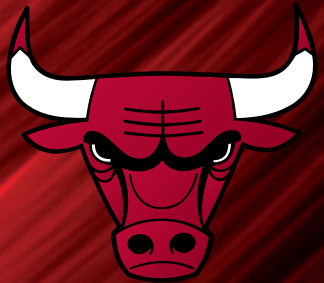




COMMUNITY





NBA Cares is the league's global community outreach initiative that addresses important social issues such as education, youth and family development, and health and wellness. The NBA, its teams, and players support a range of programs, partners, and initiatives that strive to positively impact children and families worldwide.

As part of the league's mission to demonstrate leadership in social responsibility, NBA Cares reaches communities through philanthropy, hands-on service, and legacy projects. Since the program's October 2005 launch, the league, players, and teams have raised more than \$110 million for charity, provided more than one million hours of hands-on service, and built more than 425 places where kids and families can live, learn, or play in communities around the world.

NBA Cares reaches millions of children and adults through special programs like NBA FIT and Basketball without Borders. The league and its teams and players also promote environmental awareness and sustainability through NBA Green. During high-profile league events like NBA All-Star and The Finals, community outreach efforts use the power of sport to effect positive social change.

Thanks to strong partnerships with internationally recognized community organizations such as 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, Tuberculosis and Malaria, and the UN Foundation, NBA Cares works to improve communities in need around the world.

For more information about the NBA's latest community outreach efforts, log on to: www.nba.com/cares





Growing Home

As an organization that survives on the loyalty and support of its community, we believe it is not only our duty to reach out to those in need around us, it is our strongest passion. Whatever challenges we face as a basketball team, no mission is greater than that of building and growing a strong community.

Aside from winning games and entertaining our fans, we have a responsibility and a desire to actively contribute to

the growth of our society. To do so, we aim each day to assist with the education and development of our youth, contribute to organizations that provide services to needy families and improve our city's struggling neighborhoods.

It is through these efforts that we hope to grow a stronger community ...

CHARITABULLS

In 1987, we founded a non-profit organization to aid in our 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 and 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.

Over the years, CharitaBulls has contributed tens of millions of dollars for a variety of worthy causes.



JAMES JORDAN BOYS & GIRLS CLUB AND CHICAGO BULLS FAMILY LIFE CENTER

In 1994, the James Jordan Boys & Girls Club and Chicago Bulls 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.

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 tickets to the children who frequent the Club.

Recently, CharitaBulls donated \$600,000 to the Club which will provide for facility and operational expenses, as well as new educational and social programming.



TIP-OFF LUNCHEON



50/50 RAFFLE



MEMORABILIA AUCTION



OTHER RECIPIENTS

As part of our goal, CharitaBulls strives to assist other organizations who share our mission of enhancing the lives of children. To that end, we contribute annually to hundreds of Chicagoland non-profit organizations through financial and in-kind donations.

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. 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.

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 regular and post-season 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 \$1.2 million.

IN-GAME AUCTIONS AND MEMORABILIA SALES

In-game memorabilia auctions offer our fans a chance to own a piece of Bulls history while contributing to the CharitaBulls



FESTABULLS DINNER & AUCTION

mission. Items such as autographed jerseys, basketballs, shoes and warm-ups from players past and present are displayed for silent bidding throughout halftime of each home game.

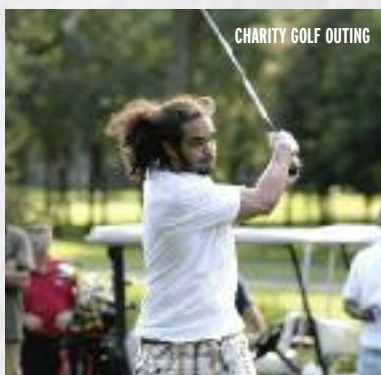
Approximately \$200,000 is raised each season through our in-game auctions and memorabilia sales.

FESTABULLS

FestaBulls is a dinner auction presented by Verizon Wireless each spring. Our roster of players, coaches, management and broadcasters are in attendance to dine, mix and mingle with fans in an intimate setting at the United Center. Silent and live auctions offer a wide assortment of valuable sports items from Bulls and NBA memorabilia to autographed items from NFL, MLB and NHL teams. Our most popular fundraiser raises approximately \$175,000 annually.

CHARITY GOLF OUTING

Each summer, along with Verizon Wireless, we host the Chicago Bulls/Verizon Wireless Charity Golf Outing. The event takes place at the White Pines Golf Club in suburban Bensenville, and it features a variety of Bulls players, legends, coaches, broadcasters and other personalities. The event raises \$75,000 annually with all proceeds benefiting CharitaBulls and Prevent Child Abuse America.



CHARITY GOLF OUTING

CORPORATE PARTNER 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 Partner Program accounts for approximately \$50,000 each year.

FRONT OFFICE

BASKETBALL OPS

PLAYERS

THE NBA

OPPONENTS

08/09 SEASON

RECORDS

PLAYOFF RECORDS

HISTORICAL

MEDIA

COMMUNITY



READ TO ACHIEVE



READING AND LEARNING CENTER

UNITED CENTER FLOOR

To continue our fundraising efforts, CharitaBulls partnered with Upper Deck to bring our fans the opportunity to purchase a once in a lifetime piece of memorabilia - a portion of the United Center floor.

A piece of the actual court played on by Bulls great Michael Jordan and the rest of the Championship Bulls can be purchased with a portion of the proceeds benefiting CharitaBulls. To own a piece of sports memorabilia history, visit Bullsfloor.com.

ADDITIONAL FUNDING SOURCES

Additional funds are generated through personal scoreboard messages, in-game gift packages, private donations and United Center tours.

EDUCATIONAL PROGRAMS

ENERGIZABULLS FITNESS PROGRAM

The Bulls are doing their part to combat obesity in Chicago's youth through the EnergizaBulls Fitness Program. This innovative program promotes healthy nutritional habits and fitness exercises through HopSports, a unique interactive multi-media platform.

Currently, the EnergizaBulls fitness program is being used in numerous local schools and Boys & Girls Clubs throughout the Chicagoland area. With the addition of more schools in the near future, we are cementing our commitment to keeping Chicago's youth healthy for years to come.

READ TO ACHIEVE

Read To Achieve is a league-wide initiative that combats the crucial illiteracy crisis currently facing our nation. The program's main goal is to inspire literacy by encouraging families and adults to read regularly with young children. To that end, along with our corporate partners Rush University Medical Center and ComEd, we have developed a series of elements to support that initiative.

Throughout the year, we host monthly Reading Time-Outs for children and donate over 5,000 new books to students, libraries, schools and youth centers.

Chicago Bulls Reading and Learning Centers - Each year, we build a Chicago Bulls Reading and Learning Center at a local school, library, children's hospital, Boys & Girls Club, youth center or group home. By providing a local facility with a quiet, well-equipped area for reading, we offer educational resources to young students. The Centers are renovated with



CHICAGO MVPs

new paint, shelving, carpeting, lighting, reading and research materials, computers, furniture and other supplies. In April 2009, the newest Reading and Learning Center was established at the Douglas Park Fieldhouse.

ADOPT-A-SCHOOL PROGRAM

To promote the importance of education and our commitment to Chicagoland's youth, we partnered with Harris Bank to provide local schools with the opportunity to be a member of the Bulls and Harris Adopt-A-School Program. The school chosen to participate in the Adopt-A-School Program receives school appearances by Bulls personalities, as well as 25 tickets to 10 of our home games. The 2009 Adopt-A-School is Goudy Technology Elementary School.

Bulls Partner Schools – It is our privilege to share a special relationship with two of our neighborhood schools through the Bulls Partner School Program. William H. Brown and Victor Herbert Elementary Schools, located in the 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.

We have also opened two new fully-equipped learning centers at the schools.

CHICAGO'S MVPs

In honor of Black History Month, we team up with Sprite and Chicago Public Schools to celebrate the academic



achievements of top African American male students in local public high schools with the Chicago's MVPs program.

Students apply online and are judged based on their academic accomplishments, community service and an essay. Students chosen as Chicago's MVPs are honored at a recognition ceremony hosted by our players.

BACK-TO-SCHOOL CHALLENGE

In preparation for the beginning of the school year, we partnered with Kia Motors America and their Chicagoland and Northwest Indiana Kia Motors retailers to host a Back-to-School supply drive to benefit local Chicago students.

At the culmination of the school supply drive, Tyrus Thomas, James Johnson and Kia Motors hosted a rally to donate the much needed supplies to Howe Elementary School.

FRONT OFFICE

BASKETBALL OPS

PLAYERS

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CHICAGO WHEELCHAIR BULLS

BASKETBALL PROGRAMS

CORPORATE CHARITY TICKET SECTIONS

Each season, we receive a wealth of support from our corporate partners 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 one of our games with underprivileged residents in our 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 our home games, numerous charity events, and has sent representatives to 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.

COMMUNITY OUTREACH

CHICAGO BULLS "GO GREEN" PROGRAM

In an effort to be more environmentally conscious, we launched a team-wide effort to improve the environmental performance of the organization. The "Go Green" initiative addresses environmental conservation policies within our offices, as well as promotes and educates our fans with ways that they can help.

In conjunction with the inaugural NBA Green Week 2009, we hosted an in-arena "Go Green" awareness night during our April 9th game.

To promote environmental education, the players wore 100 percent organic cotton warm-up shirts featuring the NBA Green logo, as well as special hunter green-colored uniforms. Other efforts planned to encourage fans to implement green habits included displays throughout the United Center educating fans on environmental issues, "green tips" featured on the scoreboard throughout the game, and volunteers promoting recycling.

To further the "Go Green" Program, we opened a Green Reading & Technology Corner at Pope John Paul II Catholic School. Tyrus Thomas was on hand to unveil the newly



CHICAGO BULLS GREEN READING & TECHNOLOGY CENTER

renovated space which was constructed entirely with environmentally friendly materials and energy efficient computers.

We also participated in community clean up events at the Schiller Woods Forest Preserve, James Jordan Boys & Girls Club and Chicago Bulls Family Life Center and the areas surrounding the United Center.

CHICAGO GATEWAY GREEN

Since 2001, we have participated in an "Expressway Partnership" with Chicago Gateway Green, a non-profit organization dedicated to the beautification of the Chicagoland area. The goal of the program is to help transform expressways into parkways by removing litter and graffiti, managing the landscape, and installing public art on area expressways. Our pledge of more than \$85,000 has helped maintain a section of the Kennedy Expressway near the United Center marked by a sign at the Milwaukee Avenue exit ramp.

IN-ARENA FOOD DRIVES

Twice a year, we concentrate on the needs of the hungry in our own community by hosting food drives with Midway Moving and Storage at our home games. In December, we designate one game to collect food donations from employees and fans for holiday meals. In March, we coordinate a non-holiday food drive with the Food Depository to keep their food closets filled year-round. Nearly two tons of non-perishable items are collected each year and distributed to Chicago-area food kitchens and shelters through the Greater Chicago Food Depository.

DONATIONS

We receive countless requests from non-profit organizations, schools, hospitals and churches for items to assist in fundraising efforts and provide student incentives. By donating autographed sports items and tickets, we help local charity groups raise over \$150,000 each year. On top of that, we make numerous donations of merchandise and souvenirs on a daily basis.

BOB LOVE

Since 1992, 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 attend more than 200 events annually 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.

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. Bob recently released a documentary about his life titled, "Find Yourself a Dream: The Bob Love Story."

TEAM MATES

Team Mates is our philanthropic women's organization made up of wives and family members of our front office employees, players, coaches and broadcasters along with female



CHICAGO BULLS SPONSOR DIVISION

employees. During the season, Team Mates organizes fundraisers to generate financial resources for a variety of causes to which they lend support.

Organizations that have benefited from Team Mates include: Shelter, Inc., The Cara Program, Nueva Esperanza Urban Youth Mission, Girls in the Game, Go Girl Go! and Children's Memorial Hospital.

SPECIAL HOLIDAY EVENTS

During the months of November and December, the spirit of giving receives our undivided attention.

To spread cheer to as many as possible, we schedule numerous events during the course of the holidays. Examples include players and employees serving dinner to more than 800 diners at Luol Deng's Annual Thanksgiving Dinner at a local homeless shelter, visiting children in the hospital, and financing shopping sprees for children who otherwise would not receive holiday gifts.

In December, we also assisted the Chicago Housing Authority with its annual Kids' Holiday Party, held at the John G. Shedd Aquarium. Luol Deng and Derrick Rose lent a hand in the festivities that included a tour of the aquarium. Luol funded the event and provided gifts for the more than 500 children in attendance.

Additionally, we partnered with the Chicago Housing Authority and USO to host a holiday party for local families at the Bulls practice facility, the Sheri L. Berto Center. The entire team treated the families to an afternoon that included entertainment, lunch, and special gifts.

ARMED FORCES SUPPORT

In support of our armed forces, each season we donate hundreds of tickets to our preseason games to the United Service Organizations (USO).

The complimentary tickets are distributed to injured veterans and family members of currently enlisted armed forces serving overseas including Iraq and Afghanistan. Additionally, active members from the Illinois, Wisconsin and Indiana area are also invited.

In January 2009, the entire team, along with John Paxson, Johnny Bach and Chuck Swirsky, hosted a swearing-in ceremony for more than 30 Navy recruits at the Bulls training facility, the Sheri L. Berto Center.

The recruits were part of the 2009 Chicago Bulls Sponsor Division and received special attention from us in the way of player appearances during the course of their training.

The Bulls are the only NBA team to sponsor a Navy Recruit Division.

WISH-GRANTING ORGANIZATIONS

Make-A-Wish and Bear Necessities Pediatric Cancer foundations are well-known for their efforts to make the dreams of critically ill children come true. When the wish of an 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.

FAN SERVICES

BULLS FANTASY EXPERIENCES

Since the 2004-05 season, we have been offering fans the opportunity to make their sports fantasies become reality. Through our Fantasy Experiences Program, fans can live, work and play like VIPs by purchasing one of the pre-designed packages or creating an experience of their own. Interested fans can take the mic of the public address announcer, sweep the court during a game, serve as a ballperson or NBA reporter or simply ask to be treated like a VIP. With a portion of the proceeds benefiting CharitaBulls, everyone's sports fantasies come true.

TICKETS TO HAPPINESS

Our Tickets to Happiness Program allows local non-profit organizations, schools, churches and other groups to raise funds through the purchase and resale of game tickets. Organizations are offered the opportunity to purchase 100 or more discounted tickets to home games and earn a profit by reselling them at face value. Local groups have raised thousands of dollars during the years this program has been in operation.

CHARITABULLS RETURN TICKET PROGRAM

Season ticket holders are offered the opportunity to contribute to CharitaBulls in a unique way. In donating tickets to CharitaBulls that would otherwise go unused, season ticket holders allow us to extend invitations to fans that might never have the opportunity to see a game. In return, the donors receive a tax deduction for their charitable contribution.



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 basketball courts, thirteen retractable hitting and pitching cages, 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 DVDs 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.



TRAINING ACADEMY



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

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BASKETBALL OPS

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