



COMMUNITY RELATIONS

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WNBA in the Community

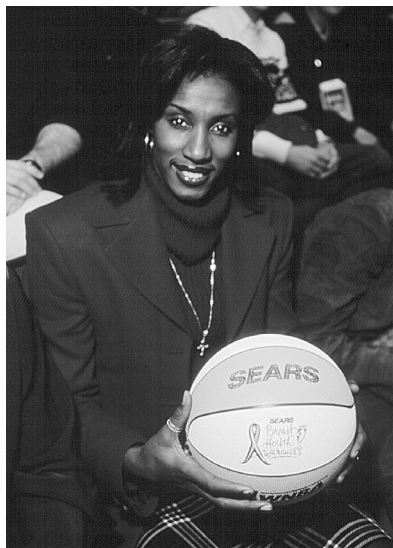
The WNBA is deeply committed to creating programs that improve the quality of life for all people, with a special emphasis on promoting a healthy lifestyle and positive body image, breast health awareness, reading and youth programs. Each team is required to participate in league community relations all such programs in addition to their own community outreach efforts.

WNBA Be Smart – Be Fit – Be Yourself

The WNBA will embrace its responsibility as the preeminent women's professional sports league with powerful role models to continue to deliver important messages and programs related to the areas of health, fitness, nutrition and self esteem.

WNBA Be Smart – Be Fit – Be Yourself will encourage teens and women of all ages to learn more about their bodies and the importance of physical fitness. Programming has been developed to encourage teens and women to get started on "being fit" through small changes in their daily regimen.

The program will roll out over several months starting in Spring 2005 and will serve as a year-long "call to action" for teens and women to make a commitment to being fit and healthy. The official tip-off of the program will correspond with the start of the 2005 season. The content of the program will be communicated and delivered through vehicles including a Fitness Journal, 'Team' of Spokespeople and National and Local Events and Promotion.



WNBA Breast Health Awareness

The WNBA Breast Health Awareness program focuses on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. 2005 will mark the third season of the partnership between the WNBA and The Susan G. Komen Breast Cancer Foundation. In 2004, the WNBA and its teams raised nearly \$200,000 to benefit the Komen Foundation. The highlights of the partnership are a pair of online auctions, held in July and October where fans have the opportunity to log on to bid on their favorite WNBA and NBA items. All proceeds from these items, including games of HORSE with WNBA and NBA stars, All-Star memorabilia and autographed items, will benefit The Susan G. Komen Breast Cancer Foundation.



WNBA Read to Achieve

Read to Achieve is a year-round, league-wide initiative supported by NBA, WNBA and NBDL teams that promotes the values of reading and on-line literacy and encourages families and adults to read regularly with young children. The program includes thousands of reading time-outs, the donation of books and literacy materials, and the creation of Reading and Learning Centers and Reading Corners throughout the world.

National and local All-Star Reading Teams have been formed consisting of current and former NBA and WNBA players and other members of the NBA and WNBA family, who promote reading efforts through in-arena events, public service announcements and school and community appearances throughout the year.





JR NBA/JR. WNBA

The Jr. NBA/Jr. WNBA believes that lessons learned on- and off-the-court as a member of a team are lessons that are infinitely useful in building relationships at school, home and work. By stressing fundamental 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 not only encourages participation, but also makes the game fun and rewarding for players, coaches, officials and parents.

COMMUNITY ASSIST AWARD

The WNBA Community Assist Award was created to honor the WNBA Players that reflect the passion that the league and its players have for their communities. The WNBA will recognize one player in each of the 13 WNBA team markets with an off-season Community Assist Award. The WNBA will donate \$500 in the name of each off-season award winner to the charity of her choice. Teams will be provided with WNBA Community Assist Award plaques to present to the winner during an on-court presentation at one of the teams' first three home games.

In June, July and August the WNBA will choose one player from across the league for the Community Assist Award and will donate \$5,000 in the name of that player to the charity of her choice. On-court presentations to the winning player will also occur.



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Plan-It League

For the ninth year, in partnership with the City of Phoenix, high school aged girls are hired by the City of Phoenix as interns who serve as coaches and officials for an all-girls basketball league. In addition to learning how to coach and officiate, interns are taught life skills such as, time management, conflict resolution and leadership development. Throughout the season, Mercury players serve as honorary coaches and conduct clinics, and all teams have the opportunity to play at America West Arena at least once during the summer. Guest speakers have included former ESPN sportscaster Robin Roberts and WNBA official Lisa Mattingly who help the girls explore off-court careers in sports. The Mercury have also presented one PLAN-IT League intern with a scholarship funded through Phoenix Mercury Charities. The program certainly lives up to its theme: "A basketball league and a plan to succeed."



Mighty Mercury Kid's Club

Kids of all ages enjoy the Mercury, but kids between the ages of 6-17 are able to enhance their Mercury experience even more by joining the Mercury Kid's Club. This isn't your average fan club; members receive a variety of gifts and services including t-shirts, a birthday card, reserved seating at open practices, special Hip Hop Squad and basketball clinics, autograph opportunities, discounts at the Team Shops and other special offers throughout the year. Applications are available by calling Phoenix Mercury offices at 602-514-8331 or on email at www.phoenixmercury.com.



Baby Diaper Drive

The Phoenix Mercury partnered with Allegra Print & Imaging in the 6th Annual Baby Diaper Drive. The Baby Diaper Drive helps families served by Homeward Bound, Arizona's largest transitional housing provider, serving domestic violence families with children throughout Maricopa County. The drive collects months of emergency diapers, wipes, formula and funds to help these mothers and children.

Sixth Annual Baby Diaper Drive Exceeds Goal!

- Diapers = 42,886
- Wipes = 29,924
- Baby Formula = 20,025 oz.
- Emergency Funds = \$45,063





Mercury Hip Hop Squad

The Phoenix Mercury Hip Hop Squad is entering their ninth season as the Mercury's dance and entertainment squad. With 5 members returning from last year's squad, the 2004 Hip Hop Squad is comprised of 9 men and 7 women. This high level group of performers, ranging in age from 18 to 30, is sure to present an exciting performance at each and every Phoenix Mercury Home Game.

The Hip Hop Squad attends all home games and makes numerous community appearances throughout the Valley during the season. In addition, the Squad stays active in the community during the off-season by making appearances at local schools and charity events.

Maggie Garcia has been the coach and coordinator of the Squad since their debut during the inaugural year in 1997.



Phoenix Mercury Rising Booster Club

Since its inception in the summer 2003, the Mercury Rising Booster Club has been comprised of some of the most dedicated Phoenix Mercury fans locally and even fans as far away as Ohio, Illinois and Australia. The Booster Club proudly boasts over 200 annual members, and increases each year in membership and great events to attend. The Booster Club Members are invited to our annual road trips, game viewing parties and our famous annual karaoke night.

The purpose of the Mercury Rising Booster Club is to bring fans in the community together to show their support for the Phoenix Mercury and Women's Basketball. The Club is a great opportunity for fans to meet and enjoy time with other basketball fans, as well as a great way to get to know their favorite WNBA basketball team a little better than the average fan. Most planned events are family-oriented, and provides members some opportunities to see the players close up and off the court.



