



**COMMUNITY  
SERVICE**



2007 Sacramento Monarchs  
**MEDIA GUIDE**

*Have you seen us?*



**WNBA CARES**



Through WNBA Cares, the WNBA is deeply committed to creating programs that improve the quality of life for all people, with a special emphasis on programs which promote a healthy lifestyle and positive body image, increase breast and women's health awareness, support youth and family development, and focus on education some of our programs and partnerships include:

**WNBA BE SMART – BE FIT – BE YOURSELF**

WNBA Be Smart - Be Fit - Be Yourself encourages teens and women of all ages to learn more about their bodies and the importance of physical fitness through programs related to health, fitness, nutrition and self-esteem. Programming inspires teens and women to get started on "being fit" through small changes in their daily routine. The content of the program is communicated and delivered through a Fitness Journal, a 'Team' of Spokespeople and National and Local Events, promotion and a live touring property.

**GO RED FOR WOMEN**

The WNBA and the American Heart Association have formed an alliance to promote the Go Red for Women campaign. GRFW encourages women to learn more about heart health, and raises awareness of the risks of heart disease in women.

**BREAST HEALTH AWARENESS**

For eleven years, the WNBA Breast Health Awareness program has focused on generating awareness and educating women about breast cancer in addition to raising funds for the initiative. The WNBA and its teams have raised over \$2,000,000 to aid in the fight against breast cancer.

**READ TO ACHIEVE**

Read to Achieve is a year-round, league-wide initiative supported by NBA, WNBA and NBA D-League 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 special reading time-outs, the donation of books and literacy materials to schools and community based organizations, and the creation of Reading and Learning Centers and Reading Corners throughout the world.

**JR. WNBA**

By stressing fundamental skill development, teamwork, sportsmanship and positive adult participation, the 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. The Jr. WNBA believes that lessons learned on- and off-the-court as a member of a team are lessons that are useful in building relationships at school, home and work.

**CHOOSE RESPECT**

Choose Respect is an initiative designed to help adolescents form healthy relationships to prevent dating abuse before it starts. This national campaign is designed to motivate adolescents to challenge harmful beliefs about dating abuse and take steps to form respectful relationships. The WNBA partners with the Centers for Disease Control on this initiative.

**CARE – I AM POWERFUL**

CARE and the WNBA have teamed up to promote I AM POWERFUL, a campaign which raises awareness for individuals and families in the poorest communities in the world. CARE provides the tools and technical assistance they need to help themselves - empowering communities to achieve long-term, sustainable solutions.

**PARTNERSHIPS**

In reaching our community relations goals, the WNBA is proud to partner with the following organizations:

- Girls Inc.
- Girl Scouts of America
- Susan G. Komen Foundation
- Centers for Disease Control
- Reading Is Fundamental, Inc.
- ESPN Play Your Way
- KaBOOM!
- American Heart Association
- March of Dimes
- Make-A-Wish Foundation
- Boys & Girls Clubs of America
- YMCA
- Habitat for Humanity
- CARE
- American Diabetes Association
- American Red Cross

COMMUNITY SERVICE





## COMMUNITY SERVICE

### COMMUNITY SERVICE

The Sacramento Monarchs have the unique opportunity to inspire and empower both young girls and women to reach for their dreams. The team has created a number of outreach programs primarily focused on literacy and breast health awareness to reach local youngsters and families in need and at risk and make a positive and meaningful difference in their lives.

### BREAST HEALTH AWARENESS

For the 11th consecutive year, the Monarchs will adopt Breast Health Awareness as a community initiative and designate the July 1 Monarchs vs. Minnesota Lynx game as Monarchs "Breast Health Awareness Night." Information will be distributed about breast health information to all fans in attendance that evening. The game also will be marked by a special in-game recognition ceremony of breast cancer survivors.

On Saturday, May 12th, Maloof Sports & Entertainment will also participate in The Susan G. Komen Race for the Cure at Cal Expo, which is the largest 5K race in Northern California to support Breast Health Awareness. A special Monarchs Fan Zone will be part of the Post-Race Expo during the event.

### 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. This season, the Monarchs are teaming up with Wells Fargo and Dome Printing to donate a Monarchs Reading & Learning Center. Monarchs players also participate in reading time-outs at local schools and libraries around the Sacramento region encouraging children to make reading a daily habit.

### 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. Visit your local Parks & Recreation department or community center for more information.

For more information about the Monarchs community activities, please contact the Community Service department at 916-928-0000 or visit [SacramentoMonarchs.com](http://SacramentoMonarchs.com)



Have you

CHAMPIONS



MY NOTES

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LA 8

PHX 9

HOU 10

DET 23

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