



NBA TO CREATE POSITIVE SOCIAL CHANGE IN MEXICO

- NBA star Eduardo Najera to lead NBA players in making lasting impression with NBA Cares events in Mexico City -

NEW YORK, NY - July 28, 2009 – Led by Mexican-born Eduardo Najera of the New Jersey Nets, Basketball without Borders (BWB) Americas will continue to use the platform of sport to create positive social change in the areas of education, and health and wellness with three NBA Cares events in Mexico, the National Basketball Association (NBA), the International Basketball Federation (FIBA), and the National Sport and Physical Culture Commission (CONADE) announced today.

Community outreach initiatives through NBA Cares, the league's social responsibility initiative, will tip off Thursday, August 6 in Mexico City at la Casa YMCA de Menores Metropolitanos, where NBA players and coaches will spend time with the orphans and other at-risk youth and donate clothing and toiletries. HP Mexico will also be donating computers to the facility in promotion of educational programming.

Efforts will continue on Friday, August 7 with a Special Olympics basketball clinic sponsored by Wonder for about 60 Special Olympics athletes at the Centro Nacional de Desarrollo de Talentos y Alto Rendimiento (CNAR). The clinic will offer participating athletes the opportunity to practice their passing, shooting and rebounding skills alongside NBA players and coaches.

On Saturday, August 8, NBA Cares, in conjunction with Cauce Ciudadano and Ashoka, will host a roundtable discussion about respect, leadership and teamwork at the Centro Cultura Comunitario "La Roca." Carlos Alberto Cruz Santiago, former gang member, Ashoka Fellow and founder of Cauce Ciudadano, will host the event. Participants will include former gang members, street educators and NBA players.

Basketball without Borders Americas is scheduled to take place on August 6 to 9 in Mexico City at CNAR. The program, a basketball instructional camp for young people that is designed to promote friendship, healthy living and education through sport, features current and former NBA players and team personnel as camp coaches for over 50 young athletes (19 & under) from 18 countries across the Americas and the Caribbean.

In addition to basketball instruction and in partnership with the United Nations Children's Fund (UNICEF), the world's leading organization dedicated to children, campers will also participate in daily life-skills seminars focusing on the importance of HIV/AIDS prevention, education, leadership, character development, health and wellness. The NBA and FIBA will also donate clothing, educational supplies and basketball equipment to local community based organizations.

A Basketball without Borders marketing partner since 2002, Nike will again outfit all the camp participants and coaches with Nike footwear and apparel. Co-organized by the NBA, FIBA, and CONADE, the camp features BWB Marketing Partners Nike, American Airlines, Gatorade, EA Sports, Spalding, and Wonder.

Joining the NBA Mexican star as camp coaches will be Atlanta Hawks center/forward Al Horford (Dominican Republic), Philadelphia 76ers center Samuel Dalembert (Haiti) and guard Willie Green (USA). NBA team personnel include Austin Ainge from the Boston Celtics, Kenny Atkinson from the New York Knicks, Kelvin Sampson and Mark Boff from the Milwaukee Bucks, and Jack Sikma from the Houston Rockets. Gersson Rosas from the Houston Rockets will be BWB Americas' Camp Director.

Since the inaugural camp in 2001, Basketball without Borders has featured more than 300 NBA players, coaches and team personnel from 30 different teams as camp coaches for the more than 1,300 young athletes from 100 countries and territories. The NBA family and the campers have traveled more than 85 million miles and logged more than one million hours of community service participating in the program.

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