



NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

NEWS RELEASE

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NBA/ABA LEGENDS TO MAKE UNPRECEDENTED COMMUNITY PRESENCE DURING ALL-STAR WEEKEND

Association Rolls Out Major New Orleans Community Initiative; Weekend Highlights Include Legends Brunch, Cooking With the Legends, Videoconferencing to Troops in Iraq & Much More

New Orleans –The National Basketball Retired Players Association (NBRPA) is pleased to launch their official Legends community outreach initiative, *Project Smile*, a program that aims to boost the spirits, bring hope, and deliver smiles to the hundreds of men, women and children in the post-Katrina communities. From a grocery distribution, to a motivational assembly for student-athletes, and a kids basketball clinic, hundreds of Legends will make their presence felt throughout New Orleans from Friday, Feb. 15 to Sunday, Feb. 17.

In addition to *Project Smile*, the NBRPA announces their star-studded lineup of Legends events, including Cooking With the Legends, featuring New Orleans's most renowned chefs; a sneak preview of "Black Magic," the documentary co-produced by Earl Monroe; a Legends comedy show and after-party; the 9th Annual Legends Brunch featuring the game's most recognized luminaries; and a special book signing with Oscar Robertson and kids read-aloud with Spencer Haywood.

Throughout the weekend, the NBRPA is also partnering with Champions for Champions, in conjunction with the U.S. Army, to set-up live videoconferencing stations that will allow the Legends to help boost soldier morale by sending video messages to Iraq. Stations will be set up at Friday's NBRPA events.

The NBRPA's generous sponsors and partners include the NBA, Fairway Markets, Champions for Champions, U.S. Army, Pizza Hut, Kentucky Fried Chicken, Nike, Gatorade, Crystal Rock Water, DAK Occasions, WilliamsWorthy, AYS, Dan Klores Communications, the Allan Houston Legacy Foundation, the Jonathan Bender Foundation and the Dryades YMCA.

MEDIA NOTE: All media interested in attending and/or interviewing Legends at any of the events below must contact Talia Bargil at 212-251-0368 or via e-mail at tbargil@legendsofbasketball.com.

***Please find the full schedule of events below.**

ABOUT THE NBRPA/LEGENDS OF BASKETBALL:

The National Basketball Retired Players Association (NBRPA) is a non-profit organization comprised of former professional basketball players committed to developing and utilizing their community stature to support and participate in socially responsible global initiatives that focus on, but not limited to, education, health and children's causes. Beyond providing scholarship and financial aid to members in need, the NBRPA serves its membership through a variety of post-retirement objectives, including advocacy on pension issues, support in career transition and participation in community service. Founded in 1992 by Legends Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson, the Association works in direct partnerships with the NBA and the National Basketball Players Association. The NBRPA Board of Directors includes Legends Rick Barry; Otis Birdsong; Junior Bridgeman; Emmette Bryant; Mack Calvin; Len Elmore; Charles Kupec; Earl Monroe; Jeff Mullins; Danny Schayes; Charles D. Smith and Buck Williams.

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NBRPA 2008 All-STAR WEEKEND SCHEDULE OF EVENTS

FRIDAY, FEB. 15

Time	Event	Location
10 a.m. to Noon	<p style="text-align: center;">PROJECT SMILE Fairway Markets Grocery Distribution</p> <p>(Participants include Moses Malone, Elgin Baylor, Lenny Wilkens, Robert Pack, George Tinsley, Mack Calvin, Aaron James, LaRue Martin, Bruce Seals, Tom Hoover & Glenn McDonald)</p> <p style="text-align: center;"><i>*New Orleans Councilmember Cynthia Willard-Lewis to Present NBRPA With Proclamation</i></p>	<p>Apostolic Outreach Center 8358 Lake Forest Blvd. (East New Orleans)</p>
1 p.m. to 3 p.m.	<p style="text-align: center;">PROJECT SMILE Leadership Development Assembly for Student-Athletes</p> <p style="text-align: center;"><i>*Presented By Champions for Champions and the U.S. Army</i></p> <p>(Participants include Wali Jones, Earl Monroe, JoJo White & Emmette Bryant)</p>	<p>Walter L. Cohen High School (Auditorium) 3520 Dryades Street</p>
5:30 p.m. to 8 p.m.	<p style="text-align: center;">Opening Reception “Cooking With The Legends”</p> <p style="text-align: center;"><i>*Featuring New Orleans’ most renowned chefs sampling their fare</i></p>	<p>Westin New Orleans Hotel Crescent Ballroom, 11th Floor</p>

SATURDAY, FEB. 16

Time	Event	Location
10 a.m. to Noon	<p style="text-align: center;">PROJECT SMILE Basketball Clinic</p> <p style="text-align: center;"><i>*In Partnership with the Allan Houston Legacy Foundation</i></p> <p>(Participants include Allan Houston, Maurice Lucas, Spencer Haywood, Sam Perkins, Michael Ray Richardson, Norm Nixon, Eldridge Recasner, Aaron James, Robert Pack, Bob Elliott, Glenn McDonald)</p>	<p>Dryades YMCA 2220 O.C. Haley Blvd.</p>
2 p.m. to 4 p.m.	<p style="text-align: center;">“Black Magic” Movie Premiere <i>*Co-Produced By Earl Monroe</i></p>	<p>Westin New Orleans Hotel Ballrooms 1 & 2</p>
Doors at 9 p.m.	<p style="text-align: center;">Legends Comedy Show & Aftersparty <i>*Featuring Comedy Central and BET Comedians A.J. Jamal & Jason Andor</i></p>	<p>Westin New Orleans Hotel Magnolia and Azalea Ballrooms</p>

SUNDAY, FEB. 17

Time	Event	Location
<p>11 a.m. to 1 p.m. (Doors at 9:30 a.m.)</p>	<p>9th Annual Legends Brunch <i>*Hosted By: Ernie Johnson & Kenny Smith</i></p> <p>Award Recipients:</p> <ul style="list-style-type: none"> -Willis Reed Legend of the Year -Pete Maravich Legends Commemorative Award -Teresa Weatherspoon Legends Career Achievement Award -Eugene “Goo” Kennedy Legends Humanitarian Award -Branford Marsalis Legends Humanitarian Award -New Orleans Jazz Legends Commemorative Team Award 	<p>Ernest N. Morial Convention Center Nouvelle Orleans Ballroom</p>
<p>2 p.m. to 4 p.m.</p>	<p>Legends Present: Oscar Robertson Book Signing Robertson will sign his autobiography “The Big O: My Life, My Times, My Game” and “The Art of Basketball”</p> <p><i>*Portion of proceeds to benefit the Louisiana Chapter of the Nationall Kidney Foundation</i></p> <p>Storytime With Spencer Legend Spencer Haywood Reads to Kids</p>	<p>Barnes and Noble 1601 B Westbank Expressway, Harvey, LA</p>