



NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

NEWS RELEASE

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NBA/ABA LEGENDS TO ROLL OUT MAJOR COMMUNITY INITIATIVE *PROJECT SMILE* IN NEW ORLEANS

Participating Legends Include Moses Malone, Dominique Wilkins, Lenny Wilkens, Earl Monroe, Sam Jones, Elgin Baylor, Allan Houston & Many Others

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 post-Katrina communities. From a grocery distribution, to a motivational assembly, and a kid's basketball clinic, hundreds of Legends will make their presence felt throughout New Orleans on Feb. 15 and 16.

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

Friday, Feb. 15 / 10 a.m. to Noon

Project Smile: Fairway Markets Grocery Distribution

Location: Apostolic Outreach Center, 8358 Lake Forest Blvd.

The Legends will be in New Orleans East distributing groceries to about 100 families experiencing financial hardship, many of whom still reside in trailer park communities. New Orleans Councilmember Cynthia Willard-Lewis will present the NBRPA with a "Key to the City" Proclamation at the close of the event.

Participating Legends: Moses Malone, Elgin Baylor, Lenny Wilkens, Robert Pack, Mack Calvin, Aaron James, Bo Kimble, LaRue Martin, Bruce Seals, Dale Ellis, M.L. Carr, Rick Darnell and Glenn McDonald.

Friday, Feb. 15 / 1 p.m. to 3 p.m.

Project Smile: Leadership Development Assembly for High School Students

Location: Walter L. Cohen High School Auditorium, 3520 Dryades Street

Presented by Champions for Champions and the U.S. Armed Forces, the Legends – featuring Wali Jones – will address nearly 400 high school student-athletes and at-risk teenagers. Jones, utilizing his Shoot for the Stars program, captivates students with his motivational speeches designed to empower them to achieve their objectives.

Participating Legends: Wali Jones, Earl Monroe, Sam Jones, JoJo White, Lamar Green and Emmette Bryant.

Saturday, Feb. 16 / 10 a.m. to 1 p.m.

Project Smile: Kids Basketball Clinic

Location: Dryades YMCA, 2200 O.C. Haley Blvd.

In partnership with Allan Houston Legacy Foundation, the Legends will be hosting about 150 underprivileged boys and girls from local elementary and middle schools in an event that will kick off with a motivational session by Allan Houston, followed by a clinic teaching the fundamentals of basketball. Following the clinic, the kids will have time mingle with the Legends, enjoy lunch provided by Pizza Hut, as well as receive all kinds of goodies from the Legends.

Participating Legends: Allan Houston, Dominique Wilkins, Maurice Lucas, Spencer Haywood, Sam Perkins, Michael Ray Richardson, David Thompson, Dale Ellis, Norm Nixon, Fat Lever, Eldridge Recasner, Aaron James, Robert Pack, Bob Elliott and Glenn McDonald.

The NBRPA's generous Project Smile sponsors and partners include the NBA, Fairway Markets, Champions for Champions, U.S. Armed Forces, Pizza Hut, Kentucky Fried Chicken, T.G. I. Friday's, Nike, Gatorade, Crystal Rock Water, Dan Klores Communications, the Apostolic Outreach Center, the Allan Houston Legacy Foundation, the Jonathan Bender Foundation and the Dryades YMCA.

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