



NBA LAUNCHES YOUTH HEALTH INITIATIVE -- NBA FIT

-- NBA partners with the Alliance for a Healthier Generation --

LAS VEGAS, Feb. 13, 2007 – The NBA is proud to announce NBA FIT, a league-wide, comprehensive health and wellness platform that encourages proper eating habits and promotes exercise to children and young adults. For this initiative, NBA Cares has partnered with the Alliance for a Healthier Generation, a collaboration between the William J. Clinton Foundation and the American Heart Association, to engage in outreach and program activities that encourage healthy lifestyle choices.

As part of the 2007 NBA Cares Community Caravan, a series of three basketball clinics will be held on Feb. 13, 2007, in Las Vegas, including the tip-off of the NBA FIT program. The YMCA of Southern Nevada will be the site of the first official NBA FIT clinic which will include nutrition advice and exercise tips, in addition to basketball instruction. Two additional clinics, also coordinated by the Jr. NBA/Jr. WNBA member leagues, will be held at Nellis Air Force Base Boys & Girls Club and Mirabelli Recreation Center.

The NBA FIT initiative, which inspires youth to make healthy life decisions by maintaining nutritious eating habits and participating in regular exercise, will be supported by league promotion and the NBA FIT Team. The NBA FIT Team will consist of current and former NBA and WNBA athletes, NBA coaches and athletic trainers that will serve as spokespeople for the initiative and lead workshops and clinics that provide children with the necessary fundamentals to continue on a path of health and growth.

"The NBA and WNBA have some of the most fit and well-conditioned athletes in the world," said Josh Wachs, NBA Vice President of Community Relations. "Our players will serve as role models to inspire young people to exercise, eat right and maintain a healthy lifestyle."

NBA Fit and the Alliance for a Healthier Generation will work together on outreach and programming that targets young people and encourages them to make healthy lifestyle choices. The Clinton Foundation and the American Heart Association partnered in May 2005 to create the Alliance to address the childhood obesity epidemic in America, one of the nation's leading public health threats. The Alliance focuses on preventing childhood obesity and creating healthier lifestyles for all children by focusing on four key areas: industry; schools, healthcare professionals and kids.

"The Alliance is proud to work with the NBA to empower kids to get active," said Bob Harrison, Executive Director of the Alliance. "Together we have the resources and the will to engage and mobilize young people to eat right, exercise and lead healthy lives."

NBA All-Star 2007 will not only showcase the world's greatest athletes playing the world's greatest game, but will also celebrate the NBA's tradition and commitment to social responsibility with more than 20 NBA Cares events taking place throughout Las Vegas, the most the league has done at any All-Star. The NBA Cares Community Caravan will feature a full schedule of events beginning on Feb. 12, 2007, that includes reading rallies, fitness clinics, Habitat for Humanity builds, a court refurbishment, and will culminate with the NBA Cares All-Star Legacy project.

NBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important social issues in the United States and around the world. During the first year of NBA Cares, teams, current and former players, and the league office contributed 250,000 hours of hands-on service to the community, raised more than \$40 million for charity, and created 146 places where kids and families can live, learn or play.

For more information visit: www.nba.com/fit or www.healthiergeneration.org.

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