



\* MEDIA ADVISORY \* MEDIA ADVISORY \* MEDIA ADVISORY \*

\*\*\*\* CORRECTION \*\*\*\*

## **The NBA and Tyson Foods Host Ground-Breaking Ceremony in Houston as part of Nationwide U.S. Hispanic Initiative “Es tu Cancha (It’s Your Court)”**

**WHAT:** The ground breaking of a court in Houston as part of the “Es Tu Cancha (It’s Your Court)” initiative, a community outreach program that focuses on restoring basketball courts in Hispanic neighborhoods across the country. The basketball court in Houston, to be fully restored by the beginning of the 2006-07 NBA season, will mark the tenth refurbishment in the NBA’s overall initiative to provide Latino kids and families with a safe and attractive place to be active, and the fifth and final as part of the league’s and Tyson’s joint renovation efforts in 2006.

**WHO:** Clyde Drexler, NBA Legend and former Houston Rockets player; NBA Legends Otto “Say No More” Moore and Major Jones; Rockets’ Spanish announcer Adrian Chavarria; Ana Hart, Multicultural Community Relations Manager for Tyson Foods; Doug Earle, Deputy Director of the Houston Parks and Recreation Department; and Council Member, Carol Alvarado.

**WHEN:** Thursday, September 7, 2006  
4:00 – 4:20 PM, Press conference  
4:20 – 4:25 PM, Ground-breaking ceremony and photo opp  
4:25 – 4:40 PM, Media availability

**WHERE:** **De Zavala Park**  
7521 Avenue H  
Houston, TX 77012  
(713) 923-5163

**WHY:** NBA en Español, the National Basketball Association’s U.S. Hispanic initiative, and Tyson Foods, the world’s largest processor and marketer of chicken, beef and pork, will continue their national tour with “Es tu Cancha (It’s Your Court)”, an NBA Cares community outreach program that focuses on refurbishing basketball courts in Hispanic neighborhoods across the country. As part of the campaign’s efforts for 2006, the NBA and Tyson are heading to Houston for the fifth and final renovation in U.S. Hispanic neighborhoods.

The ground-breaking event at the DeZavala Community Center will feature a variety of activities including the participation of NBA Legend and former Houston player, Clyde Drexler, the Rockets’ Spanish announcer Adrian Chavarria, and the Houston Rockets’ interactive inflatable basketball park. Kids from surrounding Hispanic neighborhoods will also participate in the event’s basketball activities, along with city officials who will join local families in “Es tu Cancha (It’s Your Court)” festivities.

- [www.nba.com/espanol](http://www.nba.com/espanol) -

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