



# A DREAM & A GOAL

MLK WEEKEND CLASSIC



JANUARY  
18-19 | 2009

## MEDIA ADVISORY – PRESS RELEASE

*INAUGURAL "A DREAM & A GOAL MLK WEEKEND CLASSIC" TO BE HELD IN NEW ORLEANS*

*JANUARY 18 & 19, 2009*

*800 Local Students to Kick-off Two-Day Celebration that Culminates in a Public Ceremony at the Louisiana Superdome: Events Made Possible Through Generous Donation by Georges Enterprises*

New Orleans, LA (December 11, 2008) – Today, a diverse group of community leaders announced the inaugural ‘A Dream & A Goal MLK Weekend Classic’ in New Orleans on January 18-19, 2009. This historic occasion will commemorate the Reverend Dr. Martin Luther King, Jr. Holiday while bringing together over 800 student-athletes, coaches and administrators from across New Orleans. The 2-day event will kick-off with 24 basketball games at 4 local high schools, followed by participation in the annual MLK Holiday March and culminating in a public event that will celebrate the legacy of Dr. King at the Superdome. The 2-day event is made possible through a generous donation by businessman John Georges and Georges Enterprises.

New Orleans City Council Vice President Arnie Fielkow, a co-founder of the ‘Weekend Classic’ remarks, “New Orleans is a city with many challenges and a population still recovering from Hurricane Katrina. The Weekend Classic enables boys and girls from different schools, neighborhoods and backgrounds to come together in the spirit of Dr. King in a great unifying event for all of New Orleans.” He adds, “While this country is facing deep economic challenges, I am honored that John Georges saw the community value in this event and early on agreed to be our leading sponsor.”

John Georges partnered with the ‘MLK Weekend Classic’ as its lead sponsor due to the Classic’s goal of positively impacting the local community, especially youth, over the Reverend Dr. Martin Luther King Holiday weekend.

“Arnie asked me to provide a grant to 'A Dream and a Goal' because he knows I believe that during these tough economic times, those who are able to step up and help should now more than ever before. By holding the Classic over the MLK Holiday, the lessons of Dr. King and his emphasis on community involvement will leave a lasting impact on the young athletes far beyond their time on the court. Indeed, the full ‘Weekend Classic’ is very important to the entire community and I am proud that I could help make it happen this year," says John Georges, CEO of presenting sponsor Georges Enterprises. “Georges Enterprises is a firm believer in community engagement, and that is why we chose to support this worthy event.”

The community leaders spearheading this event includes Council Vice President Fielkow, the Greater New Orleans Sports Foundation, the Southern Christian Leadership Conference, the MLK Holiday Planning Commission, George Shinn and the New Orleans Hornets, the Recovery School District, Orleans Parish School Board, the New Orleans Recreation Department, the Jewish Community Center, and Hands On New Orleans. The early support of John Georges and Georges Enterprises enabled the ‘Weekend Classic’ to come to fruition.

“The Sports Foundation is proud to serve as the managing entity of the inaugural ‘A Dream & A Goal MLK Weekend Classic’,” says Ron Gardner, Chairman of the Greater New Orleans Sports Foundation. “The board and the staff of the

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Sports Foundation understand the importance of youth sporting events in our community. The Classic will have a positive impact on our kids.”

On Sunday, January 18<sup>th</sup>, over 800 local student-athletes will take part in six basketball games at four local high school gyms. At each gym there will be two NORD games, a junior high girl’s game, a junior high boy’s game, a girl’s high school game and a boy’s high school game. In between the games a short MLK-themed educational piece will be conducted by members of the Southern Christian Leadership Conference.

On Monday, January 19<sup>th</sup>, all basketball game participants will join in the annual MLK march from Louis Armstrong Park to the Louisiana Superdome. At the Superdome event, which begins at 12noon and will be open to the public, the legacy and lessons of Dr. King will be taught through live music, dance and education. The participating student-athletes and their coaches will then receive free tickets to that afternoon’s New Orleans Hornets vs. Indiana Pacers game in the New Orleans Arena, courtesy of the New Orleans Hornets.

“The Hornets are steadfast supporters of the greater New Orleans community, especially of our youth. We are delighted to support the ‘Weekend Classic’ in its goals of educating people on the legacy of Reverend Dr. King and supporting meaningful service in the community,” comments George Shinn, Owner of the New Orleans Hornets.

In the weeks leading up to the 2009 MLK Weekend Classic, all student-athletes will participate in a community-service project with their respective schools. The projects will be coordinated by the New Orleans Hornets, along with Hands On New Orleans and other local community service organizations. These projects will strengthen the lessons of Reverend Dr. Martin Luther King, Jr. while engaging local youth with their community.

Says Reverend Norwood Thompson, Jr., Southern Christian Leadership Conference – New Orleans Chapter President and co-chair of the New Orleans MLK Holiday Planning Commission: “Reverend Dr. Martin Luther King, Jr. was a great champion of civic involvement and younger generations are answering his call. Involving local youth from diverse backgrounds in sport and community service will instill the importance of giving back into these young people to their communities.”

Local radio stations WWL-AM and WBOK-AM have joined together as radio sponsors of the ‘Weekend Classic’. Additional media sponsors include The Times Picayune, Gambit Weekly, New Orleans Tribune and the Louisiana Weekly. The Greater New Orleans Foundation and the New Orleans Hornets are Silver Sponsors. Bronze Sponsors are Cox Communications, First NBC Bank, Gulf Coast Bank & Trust and the Greater New Orleans Sports Foundation. More information is available at <http://www.adreamandagoal.com>

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