



PRESS RELEASE

PORTLAND TRAIL BLAZERS

FOR IMMEDIATE RELEASE

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TRAIL BLAZERS AND HANDS ON PORTLAND TEAM UP

Trail Blazers and Hands on Portland Partner to Connect Team and Fans with Volunteer Opportunities

Portland, Ore. - The Portland Trail Blazers have announced plans for a new partnership with Hands on Portland that will connect the team, the fans, and the community in a new and innovative way. The Portland Trail Blazers will launch the first official social network for basketball fans, providing a unique fan connection opportunity in addition to connecting the team and the fans to the Portland Community.

"We are excited about growing our longstanding partnership with Hands on Portland in new and different ways. We can't think of a better organization to help enhance our connection to the community. Hands On Portland knows how to get people passionately involved with actions that authentically make a difference in our neighbors lives." said team President and General Manager, Steve Patterson.

Utilizing Affinity Circles proven social networking platform, the Trail Blazers will create an online community that will feature a network for volunteerism via Portland's volunteer center and Trail Blazers community partner, Hands On Portland. The site will also provide fans with the opportunity to share their passion for the team, its players and the game. To pre-register for [Iamatrailblazersfan.com](http://iamatrailblazersfan.com), which will be available early in the 2006-2007 season, sign up for the Trail Blazers existing email club, The Fast Break Club at <http://fans.blazers.com/fastbreakclub/>.

"The Trail Blazers have long championed volunteering among their employees and players, through their weekly Blazers Community Builders program and with events such as the Harvest Dinner," said Andy Nelson, Executive Director of Hands On Portland. "Now, we have an opportunity to partner with them to invite Trail Blazers fans to join in that tradition of service. I'm excited about the potential this partnership holds to mobilize new volunteers who can join with us to fill real needs in the community."

ABOUT THE PORTLAND TRAIL BLAZERS

Winners of the 1977 NBA Championship, the Portland Trail Blazers are Portland's only professional sports franchise. With a corporate culture that promotes volunteerism, the Blazers Community Builders employee volunteer program was a key centerpiece in the Trail Blazers receiving the prestigious National Points of Light Award for Excellence in Corporate Community Service. The Trail Blazers were the first and continue to be the only professional sports team to achieve this honor. To learn more about the Trail Blazers, please visit www.trailblazers.com.

ABOUT HOP

The first and only organization in Portland of its kind, Hands On Portland helps 12,000 volunteers a year fill vital needs in the greater Portland area. Through Hands On Portland, volunteers feed the hungry, care for the homeless, teach children and care for the elderly. Founded in 1996, HOP connects volunteers with opportunities at more than 250 nonprofits, schools and nonprofit organizations a year while pumping more than \$250,000 worth of people power into the Greater Portland community. For more information on ways to volunteer, log on to www.handsonportland.org.

ABOUT AFFINITY CIRCLES

Affinity Circles, previously known as Affinity Engines, provides a trusted social network for membership organizations. Today more than 50 alumni and student organizations at universities nationwide use the company's hosted social network platform to enable members to build and maintain personal and professional connections in dynamic, trusted online communities. For more information, visit www.affinitycircles.com.

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