

Comcast SPECTACARES

Flyers Wives Fight For Lives Carnival
Sunday, February 22, 2004
For more information call 215.389.9426

Volume I • Edition 2 A Newsletter of the Comcast-Spectacor Foundation

Comcast-Spectacor Foundation Funds New Surgery Theatre At University of Pennsylvania School of Medicine



■ A gift from Comcast-Spectacor Foundation makes possible the Dedication of Flyers/76ers Surgery Theatre at University of Pennsylvania School of Medicine. Taking part are (from left) Sonny Hill, Executive Advisor to Comcast-Spectacor; Sylvan and Fran Tobin, Fran is Executive Director of the Foundation; Dr. Larry Kaiser, Chairman of the Department of Surgery at Penn School of Medicine; Fred Shabel, Vice Chairman of Comcast-Spectacor; Billy King, President and General Manager of 76ers; and Dave Coskey, President of Comcast-Spectacor Marketing Division.

The Comcast-Spectacor Foundation has made a major contribution to the University of Pennsylvania School of Medicine in Philadelphia that makes possible the new Flyers/76ers Surgery Theatre, a state-of-the-art, 100-seat auditorium that brings the operating room into the classroom.

"We are truly delighted that the Flyers and the 76ers can make a contribution through the Comcast-Spectacor Foundation to be utilized by the University of Pennsylvania Medical Center, one of the great academic medical institutions in the world," said Fred Shabel, Comcast-Spectacor Vice Chairman. "The surgery theatre will be a wonderful place to promote learning in a state-of-the-art educational environment."

Far from the typical seminar room, this high-tech theatre links directly with the operating rooms at the Hospital of the University of Pennsylvania to show real-time procedures on three, 61-inch plasma screens. Not only does it link live with HUP operating rooms, but it can do the same with any off-site facility that has videoconferencing capabilities.

"We are grateful for the generous support of the Comcast-Spectacor Foundation. Their support furthers Penn's educational and clinical missions, permitting us to continue our national leadership role in developing and refining surgical treatments and cures," said Dr. Larry Kaiser, Chair of the Department of Surgery. ■

28th Annual Flyers Wives Fight for Lives Carnival Seeks to Raise over \$1 Million for Area Charities

The 28th annual Flyers Wives Fight for Lives Carnival, the most spectacular and successful team charity event in the National Hockey League, will bring players and their wives together with Flyers and Phantoms fans at the Wachovia Center on Sunday, Feb. 22.

Since its inception in 1976, the Flyers Wives Carnival has contributed \$16.8 million to the Comcast-Spectacor Foundation for distribution to hundreds of charities throughout the Greater Philadelphia Region.

"This year's Carnival will be the best we've ever held," said Fran Tobin, Executive Director of the Comcast-Spectacor Foundation, which includes Flyers Wives Fight for Lives, Sixers Charities and Phantoms Charities. "Booths will be set up on three levels of the Wachovia Center to give fans

an opportunity to take photos with their favorite players, get autographs, play games, purchase Mystery Gift Boxes and, returning after a year's hiatus, dunk players in the dunk tank."

The popular "big" gift raffles once again will find lucky winners for a 2004 Mercedes sports sedan donated for the 14th year by the Mercedes Dealers of the Delaware Valley and a 2004 Harley-Davidson Fat Boy motorcycle from Mills Harley-Davidson Sales in Burlington, NJ, which for the eighth year is donating a bike.

Sarah Martinez-Helfman, Executive Director of the Eagles Youth Partnership said, "The Flyers Wives Fight for Lives Carnival is the gold (or shall I say, 'orange and black') standard for team charity carnivals."



"The most important aspect of the Flyers Wives Fight for Lives Carnival is that our entire organization is going to bat for charities and residents of the Philadelphia area who need our help. We will continue to do all we can to make the Carnival important for Flyers fans and for those people and organizations who make life easier for their others," Tobin said. ■

Sixers Stars Talkin' Turkey with Needy Families

Sixers players and staff made Thanksgiving a more meaningful holiday for hundreds of families when they delivered delicious turkey dinners to residents in Philadelphia. 76ers guard Aaron McKie, forward Marc Jackson and guard Allen Iverson took part in distributing the birds.

McKie held his second annual Thanksgiving dinner at Temple University's Liacouras Center. Some 200 people from Philadelphia Salvation Army shelters and the Northern Home for Children came and were treated to full turkey dinners with all of the fixings, courtesy of Ovations Food Services. McKie, a Temple grad, was joined by volunteers from the Sixers front office, the Temple men's and women's basketball teams and the Liacouras Center staff to serve the food.

Jackson, a Philadelphia native, was aided by team mascot Hip-Hop in distributing 100 turkeys and all the fixings to North Philadelphia families at the Fairhill Tenant Council.

Iverson and Sixers rookies Kyle Korver and Willie Green hosted a distribution of turkey dinners to 250 families at Philadelphia's First African Baptist Church. ■



■ 76ers Head Coach Randy Ayers and guard Aaron McKie get into Thanksgiving spirit with other volunteers by distributing Thanksgiving dinner to 200 guests.

Richman Comes On Board for Police Athletic League



Ike Richman, Comcast-Spectacor Vice President of Public Relations, is the newest member of the Philadelphia Police Athletic League's Board of Directors. Richman is not the only Comcast-Spectacor executive on the Board. Chairman Ed Snider and Vice Chairman Fred Shabel also serve as Honorary Board of Directors.

Richman's first project will be co-chairing the annual PAL Silent Auction. Over the past 11 years, Richman has worked closely with PAL by bringing celebrities to the various PAL centers or by entertaining PAL athletes at various events at the Wachovia Center and Spectrum. ■

■ Ike Richman (left), Comcast-Spectacor VP of Public Relations, is congratulated on his appointment to Police Athletic League Board of Directors by PAL Lt. Susan Slawson and Sgt. Mike Faust.

Flyers Donate Hockey Jerseys to Kids

Youngsters throughout the Greater Philadelphia Region are wearing a little piece of the Flyers thanks to a jersey donation program the team began this past fall.

Eric Turner, Flyers Executive Director of Fan Development, said unused Mites on Ice and Youth Hockey Shootout jerseys have been given to youngsters at Philadelphia Department of Recreation hockey rinks. "The Flyers jersey donation program is another vehicle for the Flyers to give back to a city that has given us so much," Turner said.

Mites on Ice showcases children 8 years old and under from the Delaware Valley who compete in a three-minute on-ice scrimmage during intermissions of Flyers and Phantoms home games. At the conclusion of each scrimmage, the Mites are given a free Flyers/Phantoms puck and a complimentary jersey. ■

The Youth Hockey Shootout is for children ages 9 to 14 who live in the Delaware Valley. This competition utilizes all of hockey's fundamentals as children compete in one of hockey's most exciting moments, the breakaway. Open regional competitions are held in the fall to determine the top eight teams in the Squirt, Peewee and Bantam age categories. Teams are put into a random draw and go head to head between periods of Flyers home games. ■



Comcast SportsNet Serves Up Pink Drinks, PSA's for Breast Health Institute Research

Comcast SportsNet teamed with VOX Raspberry Vodka and the Breast Health Institute to raise money and awareness to fight breast cancer through events and a series of PSAs. Comcast SportsNet reached out to its predominantly male viewers to drive home the message that breast cancer affects everyone — physically and/or emotionally, directly or indirectly.

Among those featured in the PSAs were Comcast SportsNet's Leslie Gudel, Dei Lynam and Michael Barkann; Comcast SportsNet's "Sixers Post Game Live" analyst Gerald Henderson and his wife, Marie;

Philadelphia 76ers President and General Manager Billy King; St. Joseph University's basketball coach Phil Martelli; former Philadelphia Charge player Lorrie Fair; and former Philadelphia Wings lacrosse star Scott Gabrielsen and his wife, Cathy. Cathy Gabrielsen and Marie Henderson are both breast cancer survivors.

Comcast SportsNet also participated in two special Pink Drink Night events, held at Denim Lounge and Carmella's Restaurant, that raised over \$13,000. ■



■ Comcast SportsNet On-air personalities Leslie Gudel (left) and Dei Lynam ham it up during Pink Drink Night fundraiser for Breast Health Institute.

Phantoms Support Autism Walk

The Philadelphia Phantoms and Comcast-Spectacor took an active role in the sponsorship of the Cure Autism Now Walk last September. Hundreds of participants took part in the walk, including the very popular former Philadelphia Phantom Frank Bialowas, who served as an Honorary Chair.

Bialowas was excited to serve in the honorary capacity. "Cure Autism Now is an outstanding organization and I was honored to take part in this year's Walk Now," Bialowas said. "The event was an excellent way to broaden awareness of this disorder and hopefully the money raised will contribute to a cure in the near future."

The 5K Walk began and ended on the floor of the Wachovia Spectrum, courtesy of Comcast-Spectacor. Before and after the walk, participants were able to meet local autism service providers in a kid-friendly, carnival-like atmosphere. Providers included a wide variety of educational resources, therapists, schools and recreational organizations. While parents perused and gathered important information on autism, children were entertained with the Moon Bounces, arts and crafts, jugglers and other fun activities.

Founded in 1995, Cure Autism Now is an organization of parents, clinicians and scientists dedicated to finding effective biological treatments, the causes and the cure of autism and related disorders. Autism is a neurological disorder occurring in one in every 250 births, making it the third most common developmental disability after mental retardation and cerebral palsy. ■

Brashear Gives Back to Boost Spirits of Foster Children

Rugged Flyers forward Donald Brashear showed his soft side when he made special visits to area youth facilities to reach out to boys and girls who have been in foster care, just as Brashear was when he was a child.

Brashear's odyssey from one foster home to another was the common thread that many of the youngsters at Northern Home for Children in Philadelphia and the Florence Klemmer House in Mt. Laurel, NJ, could hold onto and readily identify with the hockey star.

Brashear was first placed in a foster home when he was five years old. By the time he was eight, he had spent time in three foster homes before finally finding a foster home in Quebec, Canada, where he now makes his home. ■



■ Flyers Donald Brashear gets serious with youngsters at Florence Klemmer House.

March of Dimes Names Players of the Year

Three Comcast-Spectacor athletes were among seven Philadelphia sports figures named Players of the Year at the 19th Annual Robert E. Harris, III, March of Dimes Sports Award Banquet.

Flyers forward Tony Amonte, 76ers Todd MacCulloch and Phantoms center Ben Stafford were named tops on their teams by the local March of Dimes chapter. Other players were Phillies Manager Larry Bowa, KiXX player Adam Bruckner and the Wings Jeff Spano. ■

76ers and Comcast SportsNet Team Up in "Drive for Kids"

The frigid winter months didn't stop the 76ers and Comcast SportsNet from immersing themselves in the community as the two joined forces to unfurl a four-tiered program, called "Drive for Kids," designed to help children in the Philadelphia area.

76ers guard Aaron McKie co-sponsored "Aaron's Food Drive" with the Food Banks of the Delaware Valley and Comcast SportsNet. Enough food and cash donations were collected throughout the month of November at the Wachovia Center during home 76ers games and specified Chevrolet dealerships to feed 3,500 people. Both McKie and Comcast SportsNet anchor Neil Hartman served as spokespeople for the drive.

Forward Kenny Thomas tipped off "Thomas' Toy Drive," and the program went into full gear during the month of December. Thomas



and Michael Barkann, who hosts the popular Daily News Live and Sixers post game live programs on Comcast SportsNet, teamed up with the U.S. Marines Toys for Tots to urge fans to bring new, unwrapped toys to the Wachovia Center for 76ers games during December. The result was over 400 toys and \$2,200 collected for Toys for Tots.

The third part of the Drive for Kids, "D.C.'s Coats for Kids," began in December and will run through February. The program, spearheaded by Derrick Coleman and Comcast SportsNet's Dei Lynam, will help the Salvation Army collect new coats for distribution to kids in Philadelphia and Detroit, Coleman's home town. ■

Flyers Players Serve Dinner to Teens at Den Program



A trio of Flyers players, Robert Esche, John LeClair and Chris Therien, donned chef hats to serve Thanksgiving dinner to teenagers from low-income families who participate in The Den Program at the community-based agency that is part of the Greater Philadelphia Food Bank Charity Network.

Prior to dinner, the players lead the group in an interactive hockey quiz and awarded prizes to winners. Esche, LeClair and Therien provided role models for the youngsters to emulate as part of the Den Program's precepts to foster positive behavior change through role modeling, education and the provision of an after-school haven.

The Den provides a home-like, guided, semi-structured environment during after-school hours, designed to stimulate youth involvement and participation. ■

■ Boys and girls have the answers for Flyers Robert Esche (left) Chris Therien (center) and John LeClair during sports trivia test at The Den.

Handprints and Spider Webs for Charities

The Phantoms are participating in a number of charity auctions that have thus far raised about \$35,000.

This season, a total of three jersey auctions are planned. Prior to the first auction, specially-designed jerseys were worn by the Phantoms in their Halloween game against the Syracuse Crunch. After the game, the orange jerseys with black spider webs designed on them were auctioned off at Bullies Sports Bar & Restaurant and raised \$24,250 for the Phantoms Wives Charities.

The Phantoms joined with the Flyers to help raise a record-breaking \$11,700 for the Children's Miracle Network's Helping Hands Auction. Each Phantoms player, as well as several Flyers players and management, made handprints with finger paint on a card and signed it. Fans placed silent bids for the framed cards on the concourse through the second intermission of both Phantoms and Flyers games. ■



Comcast-Spectacor Foundation Earmarks Funds for Philadelphia Area Organizations

The Comcast-Spectacor Foundation is continuing its commitment to the Greater Philadelphia Region with contributions that will provide funding for important programs, facilities and personnel.

"It traces back to our chairman, Ed Snider, who created a corporate culture that allows us to give back to our community," said Fred Shabel, Chairman of the Comcast-Spectacor Foundation and Vice Chairman of Comcast-Spectacor.

"The Foundation's Board of Directors has designated agencies and organizations that provide exceptional benefits and services for thousands of men, women and children in the Philadelphia area as recipients for funding," Shabel said.

Those receiving recent funding from the Comcast-Spectacor Foundation are:

Inglis House is the 114-year-old Philadelphia residential/medical facility for persons with chronic physical disabilities who need long term care. Located on Belmont Avenue in Philadelphia, Inglis House is part of Inglis Innovative Services. The nursing facility serves nearly 300 adults with physical disabilities. Other services include day care for adults with disabilities who live at home and visit on week-days.

Living Beyond Breast Cancer is a non-profit educational organization committed to empowering all women affected by breast cancer to live as long as possible with the best quality of life. The organization's resources combine to help women and families affected by breast cancer take an active role in their ongoing recovery from the disease regardless of educational background, social support or financial resources. The locally based organization reaches over 25,000 women nationwide who have been affected by breast cancer.

National Adoption Center expands adoption opportunities for children throughout the United States, particularly for children with special needs and those from minority cultures. The Center developed a national public awareness and recruitment campaign, the centerpiece of which became its national website, FACES of Adoption: America's Waiting Children, which features photographs and descriptions of thousands of children waiting to be adopted. Since 1972 when the Center started, it has found families for more than 18,000 children.

The Children's Hospital of Philadelphia, established in 1855, was the first children's hospital in the United States. Today, CHOP is ranked among the leading pediatric hospitals and research facilities in the world. For example, U.S. News and World Report's 2003 guide to "America's Best Hospitals" ranked CHOP number one. The remarkable institution and its staff and physicians have fostered medical discoveries, innovations and breakthroughs, which have benefited children throughout the world.

Children's Crisis Treatment Center is committed to providing high quality, comprehensive mental health services to Philadelphia's most needy children and their families. These services address the effects of abuse, neglect, traumatic events and other challenges to early childhood development and assist children in reaching their full potential within their homes, community and society. The Center was

founded in 1971. In 1978, the Center became a private non-profit corporation and moved to its present location in the Franklinton section in Philadelphia. The Center has since added four programs and now serves over 450 children at any given time.

Arthur Ashe Youth Tennis and Education provides tennis instruction and educational programs, scholarship, after-school and community programs for thousands of Philadelphia youngsters.

Wills Eye Hospital, established in 1832, is considered as one of the most advanced eye hospitals in the world. The Philadelphia hospital delivers a full range of eye care services in a modern, comfortable setting.

"It traces back to our chairman, Ed Snider, who created a corporate culture that allows us to give back to our community."

Fred Shabel
Chairman of the Comcast-Spectacor Foundation
and Vice Chairman of Comcast-Spectacor

John LeClair Face-Off Against Hunger for the Greater Philadelphia Food Bank has become one of the Food Bank's most vital and successful campaigns. With the help of LeClair and his wife, Christina, Face-Off Against Hunger over the past five years has raised more than \$1 million and provided more than four million nutritious meals for disadvantaged families.

After School Activities Partnership is a non-profit organization whose mission is to increase the number of after school activities available to Philadelphia's school age children and provide information resources on city-wide after school recreation programs.

Temple University Medical Center - Asthma Related Medical Programs. Childhood asthma is a serious public health problem in many urban areas, including Philadelphia. Comcast-Spectacor Foundation is helping to alleviate this problem by supporting an important community outreach program being undertaken by Temple University Children's Medical Center. Funds will provide for staffing an outreach effort in which social workers will visit homes of newly diagnosed, at-risk asthmatics. ■

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Phantoms Focus on Helping Youngsters

The Phantoms are putting forth a team effort off the ice over the winter months to brighten the lives of children in the Greater Philadelphia Region.



■ Defenseman Freddy Meyer and center B.J. Abel participated in "Operation Warm" at the New Jersey State Aquarium, raising a substantial part of the organization's goal to collect 25,000 brand new coats for local children this winter.



■ The entire Phantoms team joined forces prior to Thanksgiving and made their annual visit to the Children's Hospital of Philadelphia. Above Assistant Coach Kjell Samuelsson (left), Dennis Seidenberg (center) and P.J. Stock (right) entertained youngsters.



■ Forwards Ian MacNeil (left) and Andre Savage visited a fourth grade class at Spruance Elementary School in Northeast Philadelphia to read books, answer questions and sign autographs for each child.



■ Forwards Mark Murphy, MacNeil, team mascot Phlex and Santa visit patients at a South Jersey hospital as part of the Hockey-4-Kids Program.

76ers Tip-Off Season of La Liga Del Barrio



76ers players Samuel Dalembert and Amal McCaskill helped inaugurate the 4th season of La Liga Del Barrio, Philadelphia's first Latino youth basketball league. 76ers Assistant Coach and NBA Hall of Fame inductee Alex English and about 75 children were on hand to help with the festivities.

La Liga Del Barrio, sponsored by Old Navy and Verizon Wireless, is for boys and girls ages 6 to 16 and consists of 28 teams with 10 players per team. Participants receive an official La Liga Del Barrio t-shirt, and select participants have the opportunity to play on the 76ers home court prior to a game.

Dalembert, who serves as Honorary Commissioner, spoke of the importance of the opportunity La Liga gives children. "I know what it means to these children to have a professional basketball player come in here and have fun with them," said the Port-Au-Prince, Haiti, native. "I wish I had an opportunity like this as a child."

La Liga's fundamental purpose is to promote educational achievement and discipline, as well as to create spiritual awareness, peer group socialization and collaboration. Additionally, the program seeks to develop both fundamental basketball skills and the basic enjoyment of the sport. ■

■ Sixers center Samuel Dalembert, Honorary Commissioner of La Liga Del Barrio, gives children tips on how to improve their game and their confidence on the court. La Liga is Philadelphia's first Latino basketball league.



Foundation Board Member Peter Luukko Named to PCVB

Peter Luukko, President of Comcast-Spectacor Ventures, Chairman of Global Spectrum and a member of the Board of the Comcast-Spectacor Foundation, was named to the Board of the Philadelphia Convention and Visitors Bureau.

"I am looking forward to a very productive term on the Board of Directors," Luukko said. "I am especially interested in enhancing the PCVB's efforts to tell the Philadelphia story to groups and individuals who have the resources to help us maximize our hospitality industry."

The PCVB is an independent, non-profit membership organization dedicated to promoting the welfare of Philadelphia by bringing an increased number of national and international conventions and leisure visitors to the city. ■

SportsNet is Media Sponsor for Coaches vs. Cancer

Comcast SportsNet is the official media sponsor of the American Cancer Society's Coaches vs. Cancer program. Coaches vs. Cancer features the Philly Six – Villanova Coach Jay Wright, University of Penn Coach Fran Dunphy, St. Joseph's University Coach Phil Martelli, Temple University Coach John Chaney, Drexel University Coach Bruiser Flint and La Salle University Coach Billy Hahn. The program exists to leverage the strength, community leadership and celebrity of basketball coaches to fight cancer in Southeast Pennsylvania. Upcoming events include: March Madness Tip-off Breakfast at the Palestra on March 15, 2004, and Coaches vs. Cancer Basketball Gala on May 8, 2004. ■

76ers Tip-off Read to Achieve Program



Aaron McKie, Allen Iverson, Eric Snow and their teammates and coaches tipped-off the team's Read to Achieve program. Some 200 excited first and second grade students from Philadelphia's Pennell Elementary School, McKie's alma mater, attended the start of this year's program.

Hip-Hop and World B. Free entertained the students with a basketball demonstration, which was followed by Sixers radio voice Tom McGinnis introducing the Sixers players and coaches. Players broke out into groups to read such classics as *Green Eggs and Ham* and *Strong to the Hoop* to the children.

McKie said, "It was fun to watch the kids and the energy in their bodies as they sit and watch some of their role models read books to them. It's important for them to understand that we were once in their shoes and had to do the same things they do, and went through all the things that they have to go through. It's good for them, and I enjoy seeing the smile on all of their faces."

"We show them how important it is to read," said guard Eric Snow. "Everyday in their life there is something they are going to have to read and understand. If they are able to do that, then they can grow and expand."

Last year, the Sixers All-Star reading team reached out to over 4,000 kids and donated over 5,000 books to Philadelphia-area schools and libraries. ■



■ 76ers Aaron McKie and Allen Iverson spend the day reading children's classics to over 200 Philadelphia children.



Flyer Alums Treat Kids at Temple's Children's Medical Center

The Holiday Season was made even more enjoyable for youngsters at Temple University Children's Medical Center when Flyers Alumni Keith Jones, Bernie Parent, Joe Watson and Flyers Ambassador of Hockey Bob Kelly showed up with gifts and love.

They took time to visit each floor playroom to hand out goodies and pose for group photos with the patients. The children who were unable to leave their rooms received a personal visit in their rooms from the quartet. ■

Alex Sets Up Her Lemonade Stand At Wachovia Center

Alex Scott, the beautiful seven-year-old girl who is fighting her own battle with cancer and is also raising money for pediatric cancer with her Alex's Lemonade Stand, which is usually set up in front of her home, reciprocated a 76ers donation last year and set up her stand at the Wachovia Center during a 76ers game, raising \$4,000 from the sale of lemonade.

She was returning a visit to her home stand in Wynnewood, PA, last year by 76ers President and GM Billy King who presented her with a check from Sixers Charities.

Why not set up on our concourse, King suggested to Alex and her parents, Liz and Jay Scott. The invitation was accepted and the result was a continuous line for lemonade on the night of the game. ■



■ Alex Scott (left) making lemonade at the Wachovia Center.



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