

2010-2011

REPORT to the COMMUNITY





KROENKE SPORTS CHARITIES

Our Mission

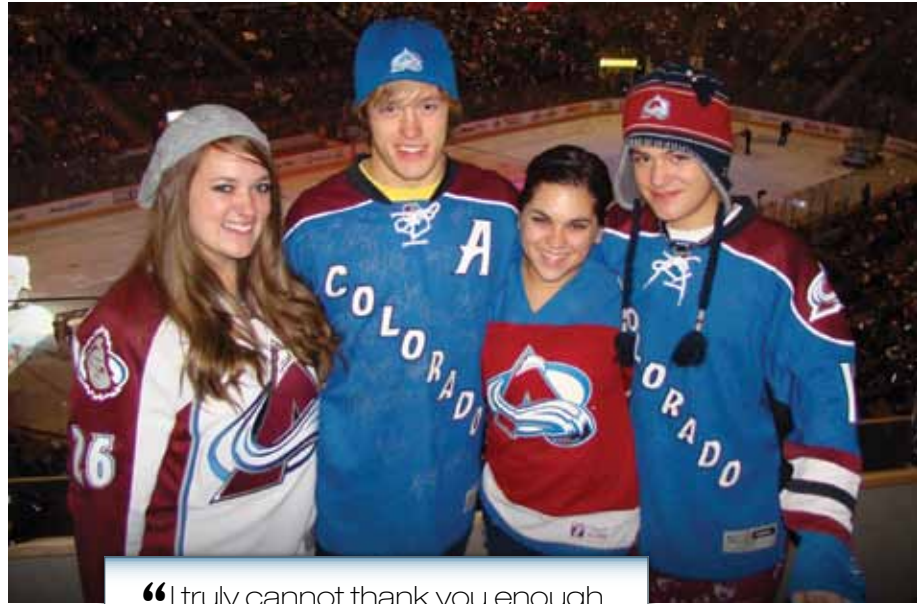
Kroenke Sports Charities is committed to improving the lives of families and children in Colorado.

Our strategic community investment is in many forms: education, health and youth sports programs, donations of autographed merchandise and tickets, grants, appearances by our players, coaches, alumni and the personal service of our employees through KSE C.A.R.E. and individual efforts.

Altitude Sports & Entertainment has broadened our community efforts through its airing of Public Service Announcements for a variety of organizations throughout the year.

Our players, coaches and staff are active participants in the community, dedicating over 1,000 hours of their time to visiting schools, hosting youth sports clinics, lifting the spirits of young patients in the hospital and attending fundraising events that benefit the Colorado community.

EDUCATION



Av for a Day

“I truly cannot thank you enough. The words of gratitude I heard from parents, grandparents, cousins, friends and of course, my patients were so meaningful. My eyes filled with tears watching their excitement. It was so nice to see the parents, whom I see frequently, have worry free night with their kids.”

Av for a Day

Leadership Challenge

Leadership Challenge presented by Qwest and Kroenke Sports Charities strives to develop leadership skills in high school student athletes throughout Colorado by encouraging volunteerism. This year, six outstanding participants were selected to receive a \$1,000 college scholarship and two participants each received a \$3,500 scholarship.

Nugget for a Day & Av for a Day

Nugget for a Day and Av for a Day, sponsored by The Children's Hospital, honored 24 metro Denver students for academic achievement, positive attitude, good citizenship and behavior and community involvement with a special day at Pepsi Center.



Nugget for a Day

“As a single parent of a child with chronic health problems, there isn't always much left to do fun things like going to games. It was a treat not only for Kyshawn, but for our whole family. Before this, Kyshawn thought basketball was OK, but now it's all he talks about.”

Nugget for a Day

Excellence in High School Athletic Training

This program created by Nuggets Head Athletic Trainer Jim Gillen, presented by Rocky Mountain Youth Sports Institute, (additional sponsors included Centennial Sales, Gold Crown Foundation, JCGC Foundation, Game Day Memories and Kroenke Sports Charities) awarded Colorado and Wyoming high schools for dedication to their school's athletic training programs. This year the program awarded over \$12,000 to school programs and individual trainers in support of training room improvements, supplies and continuing education.



Be There

Kroenke Sports Charities, Denver Kids Inc and Xcel Energy partnered to give Denver Public School students an additional incentive to improve their school attendance through “Be There”. Students participating in the Denver Kids, Inc. programs were eligible to receive incentives such as game tickets, T-shirts and school supplies for meeting their monthly attendance goal. In addition, Nuggets, Avalanche and Rapids players made visits to schools to offer encouragement and celebrate the achievements of our participants. For more information on Denver Kids, Inc, please visit www.denverkids.org.

Rapids Rookie for a Day

Presented by Credit Union of Colorado, encourages teachers, counselors, mentors and soccer coaches nominate children who are well-rounded representatives of their school, soccer club and community. Ten children were selected and invited to attend a Rapids training session to meet the players and coaches. They received tickets to a Rapids game and were recognized during halftime of that game, a Rapids jersey and a \$250 savings bond.

Hobey Baker High School Character Award

With support from the Colorado Avalanche, the Hobey Baker High School Character Award was presented to one player from each high school hockey team in Colorado based on characteristics of the Hobey Baker Award - character, sportsmanship, citizenship, athletics and academics.

Did you know?

Qdoba joined Be There Attendance Program to provide a free burrito to each participant in December!

Nuggets Skills Challenge

Each year, children state-wide test their dribbling, passing and shooting skills to win an opportunity to compete in the Nuggets Skills Challenge before a Nuggets game. This program is sponsored by *Colorado Beef Council and Arby's*.



Nuggets Basketball Clinic

Did you know?

This season 5,000 students participated in the Nuggets Skills Challenge at area schools and park and recreation centers throughout the state!



Steve Hess, Nuggets Strength and Conditioning Coach: Team Fit

Denver Nuggets Dancers: Team Smile



HEALTH & FITNESS

Team Fit

Team Fit, sponsored by *The Children's Hospital*, encouraged children in grades 3-8 in the metro Denver area to practice good fitness and nutrition fundamentals. Participating classes received four-week fitness challenge logs, fitness and nutrition worksheets, Team Fit posters and water bottles. Participating classes also had the opportunity to win Nuggets and Avalanche prizes, game tickets and even an appearance, which included a workout with coaches and players!

Denver Nuggets Futures Basketball

The Denver Nuggets, in partnership with *Denver Public Schools*, hosted the Summer League, sponsored by *Safe City*, for more than 250 boys and girls entering 9th grade. The eight-week season featured skills clinics and culminated with a championship game.

Break the Ice

Break the Ice, sponsored by *Arby's*, offered kids an opportunity to "get on the ice" for the first time. Participants were transported to the Avalanche practice facility by chartered bus to experience a free skate with equipment, skating skills instruction from an Avalanche player or coach, a private autograph session and commemorative program merchandise.



Brandon Yip, Colorado Avalanche: Break the Ice



Ryan O'Reilly, Colorado Avalanche: Break the Ice



HEALTH & FITNESS CONTINUED...

Colorado
Avalanche
Learn to
Skate

Colorado
Avalanche
Learn to Skate

Did you know?

1,000 children from Boys & Girls Clubs, YMCA and recreation centers participated in the NHL Street Avalanche program.

Street Avs

NHL Street Avalanche is designed to introduce hockey to boys and girls between the ages of 6-16 years. This season, 19 Street Avs Centers in Colorado and Wyoming received instruction manuals, playbooks for participants, coach and youth clinics and a full set of street hockey equipment, donated by the NHL.

Avalanche Learn to Skate

This season the Colorado Avalanche introduced Avalanche Learn to Skate, a free on-ice learn to play hockey program. The program was developed in association with Colorado Amateur Hockey Association, USA Hockey, and local organizations as part of the Avalanche commitment to the development of youth hockey at the U8 level. Through this program, local associations are given the opportunity to provide a free program to children in order to increase their registration in the U8 age group.

Participants of Colorado Avalanche Learn to Skate receive on-ice instruction by USA Hockey certified coaches by their local association, complimentary hockey equipment, stick, and skates during the 4-week program, and an official Avalanche practice jersey.



Avalanche / NHL Street Hockey Clinic



Did you know?

More than 4,000 athletes participated in sports skills clinics presented by players, coaches and alumni including disabled athletes from Colorado Sled Hockey, Special Olympics, Colorado Rolling Nuggets and National Sports Center for the Disabled.

Player Clinics

Player clinics provided youth organizations in Colorado a private one-hour sports skills clinic with a Nuggets, Avalanche, Mammoth or Rapids player or coach.

Rapids Recess Program

Rapids Recess Program provided elementary school students in the Denver metro area soccer skills instruction during school gym classes. The one-hour sessions included a demonstration of basic soccer skills, a question-and-answer session, tickets to a Rapids game and autographs with Rapids players.



Rapids Player Clinic



Junior Mammoth Invitational

The Colorado Mammoth invited 10 teams and more than 175 local lacrosse players to participate for free in the inaugural Jr. Mammoth Invitational presented

by HealthONE affiliates of Rocky Mountain Hospital for Children and Dick's Sporting Goods. The tournament, which took place on HealthONE Field at Pepsi Center, provided memories to last a lifetime for 9-10-year-old boys.



Junior Mammoth Invitational

Sticks 4 Schools

Sponsored by Dick's Sporting Goods, HealthONE affiliates of Rocky Mountain Hospital for Children and Reebok, Colorado Mammoth players have taught children how to pass, catch, shoot and scoop up lacrosse balls. Participating schools receive lacrosse sticks, balls and a curriculum – so kids can continue to enjoy the sport well beyond the time the Mammoth spends at each school.

Did you know?

In three years, Sticks 4 Schools has introduced the game of lacrosse to more than 10,000 local elementary school students.

Franz the Fox leads a Rapids Recess session.



Colorado Avalanche Charity Brunch

This heartwarming annual event, hosted by the Avs Better Halves, is a partnership with The Children's Hospital and Teammates for Kids. The fashion show was the highlight of the event, featuring clothing by Dillard's, modeled by Avalanche players and coaches with patients from The Children's Hospital.

Paul Stastny, Colorado Avalanche: Avalanche Charity Brunch

“The Avs treated everyone like royalty including the families and patients. We will remember this day for the rest of our lives - just thinking about it brings tears to our eyes - happy ones, of course!”

Avalanche Charity Brunch



Denver Nuggets Dancers: Mile High Dreams Gala

Mile High Dreams Gala – A Toast to Our Teams

Kroenke Sports Charities Signature Event brought together the players and coaches from the Nuggets, Avalanche, Mammoth and Rapids for an unforgettable evening at Pepsi Center. The event, sponsored by Porsche, Anheuser-Busch, Bacardi, Brown-Forman, Denver Poker Tour, MillerCoors, and Pepsi raised over \$100,000 for Kroenke Sports Charities' support of youth programs in Colorado. Guests also were able to sample delicious bites from some of the best restaurants in Denver including Downtown Aquarium, Earls Kitchen and Bar, Hacienda Colorado, Jing, Levy Catering, Texas de Brazil, and Venice Ristorante and danced to the music of Funkiphino.

Avalanche Adult Invitationals

Held each year at Pepsi Center, the adult co-ed and women's hockey tournaments benefits Kroenke Sports Charities and youth hockey programs in Colorado.

Did you know?

The Mile High Dreams Gala is the only event in the U.S. where professional athletes from four different leagues are present.

FUNDRAISERS



Nick Carlson, Colorado Mammoth: Mile High Dreams Gala

FUNDRAISERS CONTINUED...

Nuggets Big Night at Big Game presented by Kia Motors

Denver Nuggets Players, Nuggets Community Ambassadors, Supermascot Rocky, and Nuggets Dancers hosted guests for a fun evening of games, food and libations and mingling.



Denver Nuggets Dancers: Big Night at Big Game

Super Mascot Rocky and Community Ambassador Walter Davis, Denver Nuggets: Big Night at Big Game

Avalanche & Rapids Charity Golf Classics

Each season, the Avalanche and Rapids Charity Golf Classics give fans and sponsors a unique opportunity to spend a day golfing with their favorite Avalanche or Rapids personality. The tournaments benefit Kroenke Sports Charities community programs.

Colorado Rapids World Cup of Wine & Beer

Guests of the Third Annual Colorado Rapids World Cup of Wine & Beer, presented by Southern Wine and Spirits and Heineken USA, enjoyed wine, beer and food from Morton's Steakhouse and Chipotle while interacting with Rapids players and coaches. Proceeds benefited Kroenke Sports Charities.



Quincy Amarikwa, Colorado Rapids: Charity Golf Classic



Milan Hejduk, Colorado Avalanche: Avalanche Charity Golf Classic



Signature License Plates

Starting January 1, 2012 fans will have the opportunity to show their pride by purchasing a Denver Nuggets or Colorado Avalanche signature license plate. Proceeds from the license plate sales will benefit education, health, recreation programs for children and families supported by Kroenke Sports Charities.

Did you know?

Kroenke Sports Charities collected more than 6,000 signatures from Avalanche and Nuggets fans expressing interest in purchasing a team specific license plate.

GRANTS

Grants

Via NHL and MLS partnerships with the Garth Brooks Teammates for Kids Foundation, the Colorado Avalanche and Colorado Rapids players and coaches make a difference in the lives of children in the United States, Canada and around the world. Players and coaches contribute a pre-determined sum based on selected categories for on-ice/on-field performance; donations are matched at a significant percentage by TM4K Foundation resulting in grants to non-profit organizations that benefit children with an emphasis on health, education and inner-city services. During the 2010-11 season, Kroenke Sports Charities and Teammates for Kids made grants totaling \$30,000 to non-profit organizations.

Kroenke Sports Charities granted \$175,000 to three Colorado non-profit organizations which provide sports skills instruction to athletes of all abilities through partnership with YMCA Junior Nuggets, Denver Public Schools Denver Prep League and Colorado Paralympics Sports Programs.

Denver Prep League

As a founding partner, Kroenke Sports Charities helps fund the Denver Prep League middle school students from 30 Denver schools the opportunity to compete in after-school sports this year. All participants maintained high grades, excellent attendance and good behavior in order to play.

YMCA Junior Nuggets

The YMCA Junior Nuggets is a skills-based sports program that focuses on values and encourages the development of a healthy spirit, mind and body for all children. More than 8,000 children, ages 3-17, participated during the year.

“Due to the availability of a basketball team, several student-athletes on my team were required to focus on their academic studies and modify their behavior in their classes. Had it not been for basketball, their lethargic attitudes towards education and their disruptive behavior may have continued. Instead, I had teachers and administrators comment about the great improvements they witnessed in the athletes’ study habits and their overall behavior.”

Denver Prep League

Did you know?

Kroenke Sports Charities was a founding partner of the Denver Prep League in 1997. Since inception, more than 37,500 Denver Public Schools students have participated..

YMCA junior Nuggets



Danny Earles, Colorado Rapids: Disabled Sports Program

“Before I joined the sled hockey team, I had low self esteem. Now I know I can do anything.”

Colorado Sled Hockey



Colorado Avalanche Sled Hockey

Disabled Sports Programs

Through our partnership with Colorado Paralympics Sports Programs and National Sports Center for the Disabled, the Nuggets, Avalanche, Mammoth and Rapids provided access to sports instruction and tournaments for disabled children and adults.

Vaccines for Teens

With support from *Sanofi Pasteur*, the Denver Nuggets helped bring awareness to the importance of vaccines (flu, whooping cough, and meningitis) to Colorado teenagers.

Special Olympics Colorado

Each season, more than 100 Colorado Special Olympians, ages 7-70, from throughout the state join the Nuggets players and coaches on Pepsi Center court for the annual Special Olympics Colorado Basketball Clinic, sponsored by *Comfort Dental*.



Denver Nuggets Special Olympics Colorado Basketball Clinic

Martin Luther King Celebration

With support from *Brand Jordan*, nearly 2,000 fifth graders from Denver Public Schools joined together at the Paramount Theatre to celebrate the lessons and vision of Dr. King via an art and essay contest. The Celebration was a collaboration of the Denver Nuggets, YMCA and Denver Public Schools.

Did you know?

The MLK Celebration event featured keynote speech by Carlotta Walls Lanier - a member of the Little Rock Nine!

Mascot Bernie, Colorado Avalanche: The Children's Hospital Holiday Visit.

EVENTS

Avalanche Holiday Visit

To help celebrate the holidays, the Colorado Avalanche players and coaches visited patients at The Children's Hospital, distributing stuffed animals and posing for photos. Most importantly, the day brought smiles to patients and the players and coaches.



'Lacrosse Out Cancer' Night presented by HealthONE

For the second consecutive year, the Colorado Mammoth participated in an NLL initiative to 'Lacrosse Out Cancer'. More than \$10,000 was raised and donated by the Mammoth to local non-profit cancer-related organizations to support research and awareness.

Gavin Prout, Colorado Mammoth: Lacrosse Out Cancer



Shop with a Jock

The Nuggets, Avalanche, Mammoth and Rapids hosted shopping trips for children from Denver area non-profits at various *Dick's Sporting Goods* stores.

Colin L Cassidy Memorial Lacrosse Tournament

Co-hosted by the Colorado Mammoth and NDP Lacrosse, the Colin L Cassidy Memorial Lacrosse Tournament has raised more than \$45,000 in two years. Held annually at Dick's Sporting Goods Park, the event honors two year-old Colin who tragically drowned in Vail while attending a lacrosse tournament. Funds raised have helped local high school lacrosse players realize their dreams of playing college lacrosse, and have also been distributed to non-profit organizations to provide underprivileged children with the opportunity to play lacrosse.

Komen Foundation Race for the Cure

Since 2003, Pepsi Center has been the "home" of the Denver Race for the Cure. During this time, over 375,000 participants have raised more than \$16 million to support breast cancer research and patient services in Colorado.



Step Up for Cancer

Step Up for Cancer

Multi-generational stair climbing event, held each year in August at Dick's Sporting Goods Park (home of the Colorado Rapids.) Step Up for Cancer is open to families and individuals of all ages to earn pledges for their cancer charity of choice by climbing all the stairs at Dick's Sporting Goods Park. Nearly \$100,000 was raised in 2010 to benefit 40+ organizations in Colorado which offer programs, services and research for cancer.

OUTREACH

“The life lessons shared by the Nuggets Community Ambassadors were so meaningful. Many of these kids do not have a male figure to look up to and share these thoughts. Thanks for all you do for our youth.”

Denver Nuggets Community Ambassadors



Ervin Johnson, Denver Nuggets Community Ambassador

Denver Nuggets Community Ambassadors

Throughout the year, the Denver Nuggets Community Ambassadors encouraged students in Colorado to read more, write more, respect others, show sportsmanship and achieve excellence. The program reached over 30,000 people this season.

Quality Time

Quality Time, sponsored by Colorado Beef Council, provided opportunities for children and parents from community groups and youth programs in Denver to spend valuable time together at Pepsi Center events.

“Everybody at Jeremy Bloom’s Wish of a Lifetime would like to express our utmost gratitude for all you did to make the Nuggets game on January 3rd so special for everyone involved, especially our seniors.

The smiles on the seniors’ faces said it all. The donors and wish recipients in the suite had an amazing time, and felt like royalty. The game ball presentation and high five line were fantastic. The seniors involved had a truly amazing “wish of a lifetime” experience.”

Quality Time

Quebec International Pee Wee Tournament

The Quebec International Pee Wee Tournament is one of the largest and most prestigious youth hockey tournaments in the world. This year, the Boulder Bison Pee Wee AA team received full sponsorship from the Avalanche to attend the tournament, including travel, lodging, uniforms and team activities.



Paul Stastny, Colorado Avalanche: Quebec Pee Wee Tournament Clinic

Avalanche Mini Mites

GO Automation, KeyBank and The Children’s Hospital sponsored the Avalanche Mini Mites, which gave youth hockey teams the unique opportunity to play a brief hockey game during intermissions of Avalanche games at Pepsi Center.



Colorado Avalanche Mini Mite

Colorado Rapids Community Coach Award

With sponsorship from the *Credit Union of Colorado*, youth soccer players nominated their soccer coach for providing superior levels of leadership on and off the field. Two coaches are selected each season and are invited to attend a Rapids training session. They are recognized during halftime of a game, receive a Rapids jersey and a \$1,000 Dick's Sporting Goods gift card.

Passback Program

Passback is a partnership program of the *Colorado Rapids, U.S. Soccer Foundation, Soccer Dreams Without Borders* and *Major League Soccer*. Since its inception, the program has grown dramatically and

thousands of pieces of soccer equipment and uniforms have been collected and distributed to schools, clubs and youth organizations throughout the world.

“As children of single mothers who are not self-sufficient, they rarely get to go to professional sporting events due to the expense. Most do not have any healthy males in their lives who will take them. This was truly a blessing for them and our organization.”

Ticket Donation Program

Ticket Donation Program

With generous contributions from our players, season ticket holders and corporate partners, the community ticket program allowed thousands of disadvantaged children and families to attend games and entertainment events at Pepsi Center, Dick's Sporting Goods Park, Paramount Theatre and First Bank Center.

A special thanks to donors who purchased tickets for donation including Eddie's Kids Foundation, Kicks for Kids, Crown Family Foundation, Nuggets Coach George Karl and Colorado Avalanche Center Paul Stastny.

OUTREACH CONTINUED...



Matt Duchene, Colorado Avalanche: Youth Skater

Avalanche Youth Skater

In the program's third season, selected youth hockey players dressed in personalized Avalanche uniforms and joined the Avalanche on the blue-line for the National Anthem.

Avalanche Cares

The Avalanche Cares website, sponsored by *KeyBank*, is a parent education/ community-based website designed as a resource for 10,000 youth hockey families in Colorado.

Did you know?

The Ticket Donation Program has made it possible for more than 60,000 guests from more than 400 Colorado non-profit organizations and schools to attend sporting events.

Denver School Partners

Through the Denver School Partners program, Kroenke Sports Charities adopted Fairview, Bryant Webster K-8 and Morey middle school. Special activities this season included the annual Halloween trick-or-treating at Pepsi Center, career day speakers, JA in a Day instruction, behind the scenes tour of Pepsi Center and surprise player appearances from the Nuggets, Avalanche and Mammoth teams.



Adam Foote and Milan Hejduk Colorado Avalanche: We Don't Waste visit at Urban Peak shelter.

Did you know?

KSE CARE volunteers donated more than 650 hours at 12 local agencies during Holiday Day of Service.

We Don't Waste

Through *Denver Inner City Parish We Don't Waste* Program, more than 40,000 servings of food from Pepsi Center events was distributed to 20 area non-profit organizations.

OUTREACH CONTINUED...

Lift Up America

The Colorado Rapids teamed up with *Lift Up America* and *Tyson Foods* for the second straight year to distribute over 30,000 pounds of chicken to twenty community partners of the Food Bank of the Rockies.

Did you know?

The 30,000 pounds of chicken provided over 120,000 meals for local families!

Nuggets and Avalanche Game Program Sales

The Nuggets and Avalanche Game Program Sales program allows youth hockey and basketball organizations the opportunity to raise funds through the sale of Nuggets and Avalanche game magazines at each home game. More than \$100,000 is raised each year.



Anthony Wallace and Andre Akpan, Colorado Rapids: Lift Up America Event

Did you know?

Public Service Announcements aired on Altitude Sports and Entertainment exceeded \$2 million in donated airtime.

Altitude Sports & Entertainment

Kroenke Sports Charities and Altitude Sports & Entertainment helped non-profit organizations promote their programs and services via airing public service announcements.

“Thank you for always responding to our holiday requests. Your donations are so special to those who have served our country.”

Community Donations

Tickets from the Heart

Tickets from the Heart is a new program that gives fans the opportunity to purchase discounted tickets for underserved children and families in Colorado to attend a Nuggets, Avalanche or Mammoth game at Pepsi Center. Over 1,500 tickets were donated to 72 local schools and charitable organizations supported by Kroenke Sports Charities.

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PepsiCenter.com | Nuggets.com | ColoradoAvalanche.com
ColoradoMammoth.com | ColoradoRapids.com | DicksSportingGoodsPark.com

Follow us on Facebook for updates on what we're doing in the Denver community throughout the season!

Facebook.com/KroenkeSportsCharities

Did you know?

Our goal is to win.
Our hope is to make a difference.

