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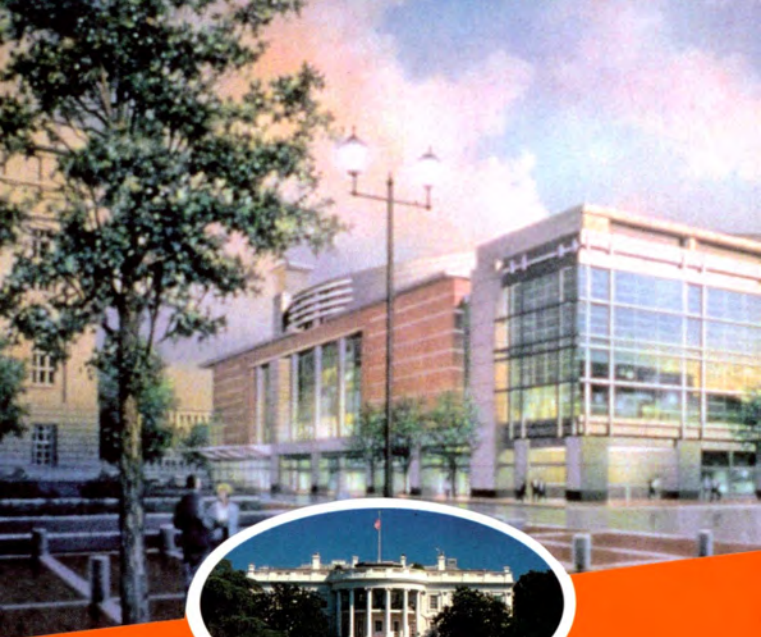
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MCI Center

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MCI Center

Opening
Fall 1997

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W A S H I N G T O N

s p o r t s

e n t e r t a i n m e n t



MISSION STATEMENT

It is our responsibility as high-profile members of this community to lead by example. The Community Relations Department strives to improve the quality of life in the metropolitan Washington DC area through educational, recreational, and outreach activities, while promoting the Wizards and Capitals as concerned, active members of society. By establishing our reputation as a front-runner in the community, we can enhance our value in consumer's eyes.

GOALS

- Direct area youth into activities that prepare them to handle conflicts in a non-violent manner
- Promote the fundamentals of education as a priority to metropolitan area youth
- Provide opportunities for Wizards and Capitals fans, partners, and employees to get involved in community outreach projects
- Provide opportunities for children of various backgrounds to participate in basketball and hockey programs
- Sponsor one event per team each month during the regular season

VIOLENCE PREVENTION PROGRAMS

KIDS N' KOPS

We're bringing this popular program back for both the Wizards and the Capitals, to help foster positive relationships between police officers and area youth. We will supply the DC Police Department with Wizards players trading cards, and Capitals trading cards will be given to the officers in Fairfax and Montgomery Counties. Each card will feature a player on the front, with a conflict resolution tip on the back for the Wizards cards, and a safety tip on the back of the Capitals cards. When kids introduce themselves to a police officer, he or she gives them a card. When the child collects a full set of six player cards, he or she is rewarded with a ticket or other prize to a Wizards or Capitals game, respectively.

All sponsor logos can be identified within a one-inch box on the back of the cards.

OUR HOUSE. OUR RULES.

This is our third season with the "OUR HOUSE. OUR RULES. Earn your respect by learning to respect." initiative. We will produce a poster to distribute to area schools with a new series of conflict-resolution suggestions, and a new PSA featuring Chris Webber and a "respecting differences" message to run in-Arena and during game broadcasts for the entire season. We will also continue to sponsor the "Time-out From Violence" speech contest as a forum for area junior high and middle school students to share their opinions on the violence in their community and offer suggestions for solving the problem. The winners will get to share their views during a game time-out at all Wizards weekend home games in April. Additionally, the Wizards will reward the D.C. Public Schools peer mediators with certificates of recognition and Wizards game tickets. We will work with Educators for Social Responsibility to provide a peer mediation training workshop for junior high students in the metropolitan area in the fall of 1997.

Sponsor logos can be identified in a two-inch box on the poster, in a one-inch box on the "Time-out From Violence" flyers, and at the end of the new PSA.

SAFE KIDS CAMPAIGN

We will extend the Capitals partnership with Children's Hospital to include working with the DC Safe Kids Campaign. Capitals players will be featured in PSAs and posters promoting proper usage of bike helmets and car seats, and hints for sports injury prevention. The Caps will host a "safety" night at a home game, at which the Coalition can disperse safety materials and promote accident prevention tips. The Caps will coordinate with Safe Kids on three promotional events: a back-to-school bike safety day, a holiday-time car seat safety check, and a spring sports injury prevention day. Sponsorship opportunities TBD.

EDUCATIONAL PROGRAMS

PICK & ROLL; CHECK IT OUT

(school year)

We will administer the PICK & ROLL and CHECK IT OUT reading incentive programs in the Baltimore-Washington metropolitan area elementary schools. The programs target fourth, fifth and sixth grade students, and the schools will have the opportunity to select the same program featuring either hockey or basketball.

Juwan Howard and Olie Kolzig will again serve as spokesmen of the respective programs. Each player will be featured in the poster, record the tape for the "Talking Book" and we will use his likeness or name on the prize.

This year, we are adding a new element to the program, a "Celebrity Read Aloud" contest. The school with the highest percentage of students completing the program, will have a Wizards or Capitals player visit their school in the first week of March to read a story.

Participating students in both programs will be required to read eight (8) books between December and February. A prize will be awarded to each student who completes the program. Approximately 35,000 students in over 350 elementary schools participated in the program, and over 6,000 students completed the program in the 1996-97 season. We anticipate similar numbers for the 1997-98 season.

Sponsors can be identified by name only on the following items: book marks, book logs, poster, kit envelope, instruction booklet.

HOOPSMARKS; GO FOR THE GOAL

(summer)

This successful summer reading program is currently available in the Washington D.C., Prince George's County and Fairfax County library systems. Materials for both sports will be provided to participating systems. The programs target "Young Adults" (children ages 10-14), and each child will be awarded with a pair of tickets for a Wizards or Capitals game for reading 12 "chapter" books during the summer.

The sponsor can be identified in a 3/4" box on the book log, bookmarks, promotional poster and "rules of the game" sheets.

JAZZ SPORTS DC

Jazz Sports is a highly successful school-based jazz education outreach project that is sponsored by the Thelonious Monk Institute of Jazz. The goal of Jazz Sports DC is to enhance school-based jazz education and broaden the jazz audience. The Wizards will be working with them to host an assembly, coordinate special master classes, and sponsor lectures and mini concerts with renowned jazz masters for Shaw JHS. We would like to include the student jazz ensemble in National Anthem performances and half-time shows in 1997-98.

Sponsorship opportunities must be coordinated with the Thelonious Monk Institute.

24 CHALLENGE

The Wizards and Capitals will again serve as Honorary Chairs of the 24 Challenge Math program, a math skills game for over 150,000 metro area children in grades 4-8. The team logos are featured on the game materials and teachers receive an endorsement letter from both team's coach, in their game packets.

There are no sponsorship opportunities.

HIGH SCHOOL CAREER DAY

Washington Sports and Entertainment will host a career day for metropolitan area high school students interested in sports careers at the USAir Arena in October. Employees from all departments will be invited to participate. This is the chance to fulfill all career day and shadowing requests we receive throughout the year.

Sponsorship opportunities are wide open.

COMMUNITY OUTREACH

BIG BROTHERS. BIG SISTERS.

The Capitals will continue to try to establish a relationship with Big Brothers of the National Capital Area, as per the NHL's request of all league teams. We would like to produce a PSA featuring a Caps player that encourages adults to volunteer to be a mentor with Big Brothers, which will run in-Arena and during game broadcasts. We would also like to host the Big and Little Brothers for a skating party and/or for a weekend home game with pre-game reception, in October.

Sponsor can be tagged onto the end of the PSA, and can hang banners at activities.

FEED THE HOMELESS

The 1998 Feed the Homeless event with Boston Market will happen in February at the MCI Center. Ideally, both teams will be in attendance to serve supper to the homeless community in Washington DC. Additionally, Mr. Pollin and the Fannie Mae Foundation will be funding a lunch program, every Thursday at Calvary Baptist Church (site of '96 event, on same block as new office building). The soup kitchen is directed and staffed by the church. WS&E employees will encouraged to volunteer at the soup kitchen at least once during the year.

TEAM-UP CHALLENGE

The Wizards will sponsor a contest for Washington DC junior highs, middle and high schools that will begin on NBA Team-Up Day, October 29th, and conclude on February 28, 1998. Schools will be invited to submit a community service project proposal to the Wizards (i.e.: clean-up day, tutoring younger kids, visiting nursing home). The schools then create and implement the proposed project. All projects will be judged on a list of pre-determined and published criteria. The winning school receives 50 tickets to a game at the MCI Center, a pre-game reception and an award, presented at half-time. The Wizards will be tipping-off the program with a clean-up day at Shaw Junior High on October 29th.

Sponsors can be identified in a one-inch box on the proposal brochure, hang banners at Team-Up Day and the winners reception, and be included in the awards presentation.

CHILDREN'S HOSPITAL VISIT

In keeping with tradition, the Capitals players will visit Children's Hospital in February, in conjunction with the Hospital's annual "Have a Heart" campaign to raise funds for, and increase awareness of, the problem of child abuse. We will continue to sit-in on "Have a Heart" Alliance meetings and provide players for promotion of the campaign. Pivonka and Bondra will be renewing their "Scoring for the Children" program, which generates funds for the Hospital based on team points scored during the season.

CORPORATE CHALLENGE

The Wizards will team up with Share our Strength and Greater DC Cares to host a 62-game, one week-long basketball tournament at the practice gym of the MCI Center. Twenty-two corporate teams will make a substantial donation to SOS and GDCC to participate in the Challenge. The participants will also be required to volunteer 50 hours with a Washington DC Public School and provide a summer internship opportunity for a DCPS high school student. SOS develops, administers and executes the entire tournament.

URBAN DEVELOPMENT

COURT RESURFACING

We will be selecting two outdoor locations in the Washington, D.C. area to continue the court refurbishing project. Street hockey lines will be painted on the court, in addition to the regular basketball lines. New backboards and rims will be installed at the site. We would also like to provide the designated center with portable street hockey goals.

There are two spots available at each refurbishing site for sponsor identification.

ADOPT-A-SCHOOL

We will continue our partnership with Shaw Junior High School. This season, we will again provide select resources and participate in their tutoring program. We would like to host a staff-monitored "study hall" once a week for the Shaw students, when we are settled in our new offices downtown. We will also continue to use the Shaw location, whenever possible, for press conferences and other community relations events.

ADOPT FT. DuPONT ICE HOCKEY

We will be continuing our partnership with Ft. DuPont Ice Rink and youth team. This season, we would like to provide support through funds raised at the charity auction, as well as instructional support and publicity for the "Learn to Skate" program. We'd also like to host the annual Coaches Clinic for the CBHL and an Alumni benefit game at Ft. DuPont.

FANNIE MAE HOME TEAM

We will continue to work with Fannie Mae, at the two team work days, to refurbish homes in the Shaw neighborhood of Washington, DC.

FUND-RAISERS/DRIVES

CANNED FOOD DRIVE

We will host the annual Holiday Food Drive, for both Capitals and Wizards, to benefit the National Capital Area Community Food Bank, during a November home game before Thanksgiving. Each fan who donates a non-perishable food item receives a ticket to a future game. As a co-sponsor, HTS provides the creative and production for the PSA, as well as publicity on game broadcasts and an entree into promotion on the local cable networks.

One sponsor can be identified with this program. The sponsor will receive mentions in promotional spots in-Arena, and signage at the four main entrances of the Arena on the nights of the drive.

TOYS FOR TOTS

At a home Capitals and Wizards game during December, we will co-host a "Toys for Tots" drive with the U.S. Marine Corps. All donated toys will be dispersed to local needy children through the Marine Corps program. Each fan who donates an unwrapped, new toy at the door, will receive a ticket to an upcoming game.

Ideally, we would like a media sponsor to help promote this event. The sponsor will receive promotional mentions in-Arena, and signage at the four main entrances on the event nights.

CHARITY AUCTIONS

The Wizards will host a sports memorabilia auction to benefit the Home Team Fund (Fannie Mae Foundation) in March during a home game at the MCI Center. The Capitals sports memorabilia auction will also be held during a game in March in the MCI Center, to benefit area Youth Hockey programs.

BONE MARROW DONOR PROGRAM

The Capitals will continue to donate a portion of the proceeds from the annual charity auction to the NIH Bone Marrow Donor Center, in honor of Jack Button. These funds cover the cost of type-testing for potential marrow donors.

JUWAN HOWARD'S WARM HEARTS COAT DRIVE

This will be the fourth season for Juwan's winter clothing drive. Again, fans will be awarded with a ticket for a future game if they donate a warm clothing item at a home game in December. This event will only happen if Juwan and FAME are interested. FAME will be responsible for covering the cost of tickets. We will be responsible for securing volunteers to collect the items on the night of the drive, and locating an agency to clean and disperse the collected items.

Sponsorship opportunities must be worked out with FAME.

SNEAKER DRIVE

At a home Wizards game in March, we will encourage the fans to bring their old, worn out sneakers to be recycled. We will turn over all of the sneakers to an athletic shoe company. The shoe company breaks them down, and uses the materials to make a soft running track for a local recreation center or school. Donors will receive a coupon for a discount on a new pair of athletic shoes.

We obviously need to partner with a shoe company to make this work.

GALLAUDET GAME

The Wizards and Milwaukee Bucks will assist the NBA in running a Republicans vs. Democrats charity basketball game in October to benefit Gallaudet University. This is the fourth time we have participated in this bi-annual event.

PAVERS

We will continue to promote the Pavers brick-buying program for the MCI Center using creative methods through the fall of 1997. We welcome any assistance or suggestions for potential consumers.

HOLIDAY EVENTS

FAMILY TO FAMILY CHRISTMAS

It's back for another wonderful season. We will continue to assist the Family to Family committee with coordinating the party. This is a mandatory appearance for both teams.

Sponsorship opportunities would have to be discussed with Linda Burgess.

SOBRIETY CHECK POINT

During the holiday season, we would like to reward persons who pass sobriety tests with a ticket to a future Wizards or Capitals game. This past year we were unable to do the program because it was not sponsored. The sponsor will receive their logo on the coupon, and mentions in-Arena during the game.

MARTIN LUTHER KING ESSAY CONTEST

The Wizards will again sponsor this contest for high school students in the metropolitan area. All participants will receive a prize from the Wizards for participating in the program. The winner will receive VIP seats for the Wizards MLK Day game and he or she will read their winning essay during half-time.

A sponsor can be identified on the promotional flyer, recognized in the half-time presentation and possibly be included in "thank you for your participation" prize.

BLACK HISTORY MONTH

The Wizards will co-host an art contest for Junior High School students in Washington, DC with the Fannie Mae Foundation again in 1998. The winners' works will be displayed at the MCI Center during a TBD February Wizards game and they will be recognized at half-time. All entrants will receive a certificate from the Wizards and the Fannie Mae Foundation.

The Wizards will produce three new vignettes in which players highlight important figures in black history. We will ask local high school students to help us develop the format through a PSA contest. These spots will run in-Arena and on game broadcasts during the month of February.

RECREATIONAL PROGRAMS

NIKE/LITTLE WIZARDS BASKETBALL LEAGUE

D.C. Recreation and Parks currently organizes, recruits children and administers a basketball league for kids between the ages of six and twelve. The games are held at the recreation facilities in the city from December through March. Approximately 5,000 kids participate in the program each year. We will "adopt" this program for the 1997-98 season, and hold the championship games as a preliminary event at a Saturday Wizards game. We will supply certificates of participation for all players, banners for all Little Wizards sites, and tickets for participants in the Championship games. Nike will be providing t-shirts or jerseys for the players. We would secure a non-marquee player to conduct a clinic in each of the five city regions during league play.

McDONALD'S/NBA 2ball

We will be offering this basketball skills competition program to youth organizations in Washington DC, Arlington County, Prince George's County, and Montgomery County for the 1997-98 season. Boys and girls in three age brackets team up to participate in this passing and shooting game on three levels of play: Local (neighborhoods), Area, (regional), and the Finals at half-time of a March home game.

A local sponsor can be named for this program. The Sponsor will receive: logo on 2ball banner and logo on registration form. Any additional sponsor identification production and costs would have to be covered by corporate marketing.

CAPITALS STREETERS

Capital Streeters was created to make the game of hockey more accessible to children of various backgrounds. NIKE, the NHL and the Capitals donate street hockey equipment to area recreation centers, train facilities to run a street hockey program, and provide clinic instruction, when possible. Each summer, the Capitals host a Streeters Tournament for the participating centers, in the parking lot of the USAir Arena, using the Border Patrol rink. Capitals Streeters is currently in 26 recreation centers in suburban Maryland and Washington, DC.

A local sponsor can be named for this program, but must be cleared through the NHL.

MISCELLANEOUS

PLAYER APPEARANCES

Player appearance request forms must be completely filled out at least two weeks in advance of the event. We cannot schedule any appearances for either team after the first week of March. Please keep in mind when requesting a Wizards player appearance, the minimum for any sponsor related appearance, as stated in the Collective Bargaining Agreement, is \$1000. Many times, the players feel a day off is worth more than any money we can offer.

AUCTION ITEMS

The community relations department will be responsible for fulfilling autograph requests. Autographed items are granted to local medical charities (i.e. American Cancer Society, or a terminally ill child in the hospital). During the season, we will have three autographed signing sessions for each team. We will give each member of the executive committee a small supply signed items for their department. We must have approval from a member of the executive committee if a staff member has a request, and you have run out of your supply. Corporate marketing can have 30 items signed during each of the sessions. There are no personal requests. (i.e. To Dave, Best Wishes, Chris Webber)

TICKET CERTIFICATES

Community Relations answers all requests from churches, schools, community centers, recreation centers, etc. for fund-raisers, raffles, door prizes, etc. by sending a certificate good for two upper level tickets to a 1997-98 Capitals or Wizards game. There is a \$4.00 processing fee for each certificate. Only groups and organizations in the Washington DC metropolitan area are eligible to receive certificates. Approx. 75 requests forms are mailed each week. We will need to purchase (at a discount, of course) a block of 1500 tickets in the fall and spring for each team to honor all of the requests.

GROUP TICKETS

Charitable groups in the Washington DC metropolitan area can request free tickets to a Wizards and Capitals game by sending a written request. CR keeps the letters on file and when tickets become available, we contact the groups and provide ticket coupons to interested organizations. Groups are never guaranteed the opportunity to receive free tickets, but we are usually able to host each group at least once a season.

PASS 'EM ALONG

The community relations department will select five organizations to receive tickets from the Season Ticket Holder "Pass 'Em Along" program for the 1997-98 season. We will make arrangements with these organizations prior to the season, so that they can be prepared to receive tickets up until 5:00 p.m. of a game day, to ensure that all seats are put to good use.

BROCHURE

We will produce a glossy brochure which highlight the Wizards' and Capitals' community programs and commitments for the many inquires about our community involvement.

SPECIAL PROJECTS

(Yvon)

BORDER PATROL

In addition to usage during several Caps street hockey events, we will make the rink available for local community organizations, fun fairs, and recreation centers for a nominal fee. We will promote the Border Patrol rental service on the community page of the game program. There are ten 10-foot long panels on the Border Patrol rink available for sponsors.

ADULT HOCKEY SCHOOL

Yvon Labre will host his annual Adult Hockey Camp for men and women over the age of 18 at Mt. Vernon Ice Rink every Thursday evening in February. Campers of all skill levels receive instruction in ice hockey during the sessions. This event is popular and sells-out each year. There are several sponsorship opportunities available, including title sponsor rights. The sponsors name can be on the brochures, jerseys and a banner that can be hung at the ice rink during the sessions.

"CAPITAL CUP" CHAMPIONSHIP TOURNAMENT

For the past several years, the Capitals have underwritten the cost of the "Capital Cup" the Maryland Scholastic Hockey League (MSHL) High School Championship tournament held at Piney Orchard. We have given the Capital Cup each year since 1989. In addition, last season, the Capitals also provided three game slots at Piney Orchard for the semi-finals and final championship games. The sponsorship opportunities include: tournament naming rights, sponsor logo patch on high school team jerseys and banner at Piney Orchard during the tournament.

CAPITALS ALUMNI GOLF TOURNAMENT

Each year the Capitals Alumni host a golf tournament at the Crofton Country Club to benefit the Children's Inn at N.I.H. This year the tournament will be held September 8, 1997. This is a mandatory appearance for all the players. We also provide auction items and door prizes. Over \$150,000 has been raised in the past five years. Sponsorship opportunities must be coordinated with the Capitals Alumni Association.

WASHINGTON CAPITALS PROJECTED CALENDAR

OFF SEASON (MAY- AUGUST)

Go for the Goal
Celebrity Golf Tournaments
Bone Marrow Testing Donation

ALL SEASON

Ft. DuPont Adoption
Streeters
Autographs, ticket certificates, group tickets
Border Patrol rental

SEPTEMBER

Alumni Golf Tournament
Photo shoot for Big Brothers and Safe Kids programs

OCTOBER

Coaches Clinic at Ft. DuPont Ice Rink
Bike Safety event
Big Brother Night at home game
High School Career Day

NOVEMBER

Canned Food Drive
Safe Kids night at home game
Car Seat Safety Check

DECEMBER

Check it Out Reading Program (through February)
Toys for Tots
Family to Family Holiday Party
Sobriety Check Point

JANUARY

Kids N' Kops (through April)
Learn to Skate at Ft. DuPont
24 Challenge (through April)

FEBRUARY

Children's Hospital Visit
Adult Hockey School
Feed the Homeless

MARCH

Charity Auction
"Capitals Cup" High School Championship Tournament
Celebrity Read-Aloud
Sports Injury Prevention event

WASHINGTON WIZARDS PROJECTED CALENDAR

OFF SEASON

Hoopsmarks
Court Resurfacing
Photo Shoot for OUR HOUSE.
High School Career Day (October)

ALL SEASON

Autographs, ticket certificates, group tickets
Adopt Shaw JHS
Jazz Sports DC

NOVEMBER

Team Up Day/Challenge starts (through February)
Canned Food Drive
Home Team Project House Work Day

DECEMBER

Pick & Roll (through February)
Family to Family Holiday Party
Toys for Tots
Sobriety Check Point
Little Wizards Basketball (through March) with five clinics

JANUARY

2ball (through March)
Juwan Howard's Warm Hearts Coat Drive
MLK Essay Contest
Kids N' Kops (through April)
24 Challenge (through April)

FEBRUARY

Black History Month Art Contest & Vignettes
Feed the Homeless

MARCH

Charity Auction
Celebrity Read-Aloud
Sneaker Drive
Team-Up Challenge Awards
Little Wizards Championship Day

APRIL

Time-out From Violence Contest
Home Team Project House Work Day

**"F Street Tentative Itinerary:
Tuesday, Dec. 2, 1997**

- | | |
|------------------|--|
| 2:00 p.m. | Chris Paul (emcee and local comedian) |
| 2:30 p.m. | BIG Al and the Alley Cats (Jazz/Blues) |
| 3:30 p.m. | Charisma Step Team (Kettering Middle School) |
| 4:00 p.m. | Dave Sherman and the Nighcrawlers |
| 4:45 p.m. | Five O'Clock Shadow |
| 5:30 p.m. | Ribbon Cutting Ceremony
Mr. and Mrs. Pollin
Mayor and Mrs. Barry
Bert Roberts –Chairman MCI |
| 6:00 p.m. | Shades featuring Silver Sharpe Logan |
| 7:00 p.m. | White Lightning (Washboard band) |

WASHINGTON SPORTS AND ENTERTAINMENT

OPENING EVENT CALENDAR

Saturday, November 29, 1997 – WIZARDS vs. CHICAGO

HIGHLIGHTS

Wizards final game at USAirways Arena
Ceremony to honor 10 of the top Bullets Players
Lowering of the Retired Jerseys (Unseld, Johnson, Hayes)
Celebrity National Anthem Guest Artist
Old Bullets Jerseys Auction (Administrative Lobby)
Commemorative Key Chain (sponsored by USAirways)
Commemorative Ticket Stamp

Tuesday, December 2, 1997 – WIZARDS vs. SEATTLE

HIGHLIGHTS

Grand Opening of MCI Center
Inaugural Game for Wizards at MCI Center
Live Shots and Radio Broadcasts (6 a.m.)
Dedication Ceremonies of Retail Space (11 a.m. to 2 p.m.)
Party on "F" Street (2–7p.m.) (schedule attached)
Dedication of the Building (5:30 p.m.)
Doors Open immediately following ceremony
Pre-Game Ceremony (7 p.m.)
Celebrity National Anthem Guest Artist
Giveaway – Nike Ticket Cover and Go Wizards Card
Commemorative Ticket Stamp

WASHINGTON SPORTS AND ENTERTAINMENT
OPENING EVENT CALENDAR

Wednesday, November 26, 1997 – CAPITALS vs. MONTREAL

HIGHLIGHTS

Capitals final game at USAirways Arena
Retirement of Rod Langway's Jersey
Old Capitals Jerseys Auction (Administrative Lobby)
Lowering of the Retired Jerseys (Labre, Langway)
Giveaway - Tee Shirt (sponsored by Midway Slots)
Commemorative Ticket Stamp

Friday, December 5, 1997 - CAPITALS vs. FLORIDA

HIGHLIGHTS

Inaugural Game for Capitals at MCI Center
Clinic featuring Capitals Alumni (1:30 p.m.)
Party on F Street (4:30 –6:30 p.m.)
Doors Open (5:30 p.m.)
Autograph Signing - Capitals Alumni (5:30 –6:30 p.m.)
Ceremony for Capitals Alumni
Pre-Game Jersey Ceremony
Giveaway – Nike Ticket Cover
Commemorative Ticket Stamp



WASHINGTON
Sports
& Entertainment

Abe Pollin
Chairman and Chief Executive Officer

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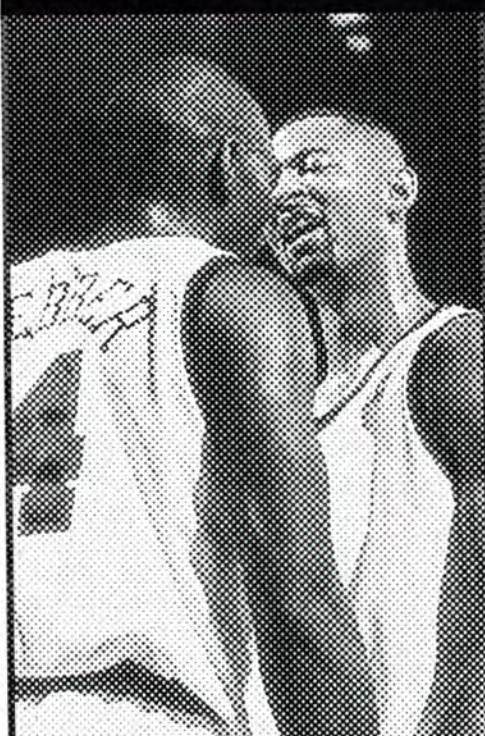
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TICKET
TO



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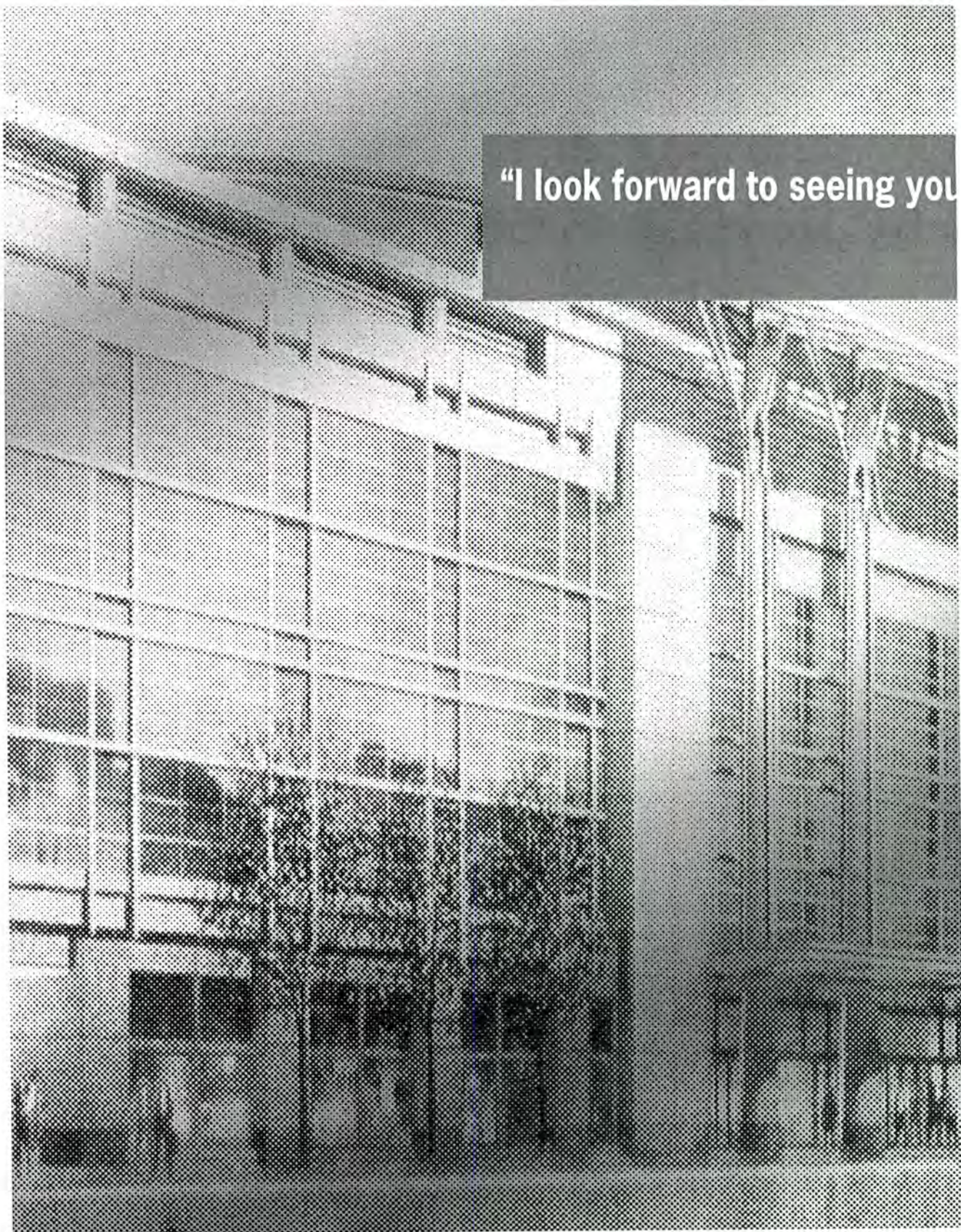


PREMIER
SPORTING
EVENTS!

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"I look forward to seeing you



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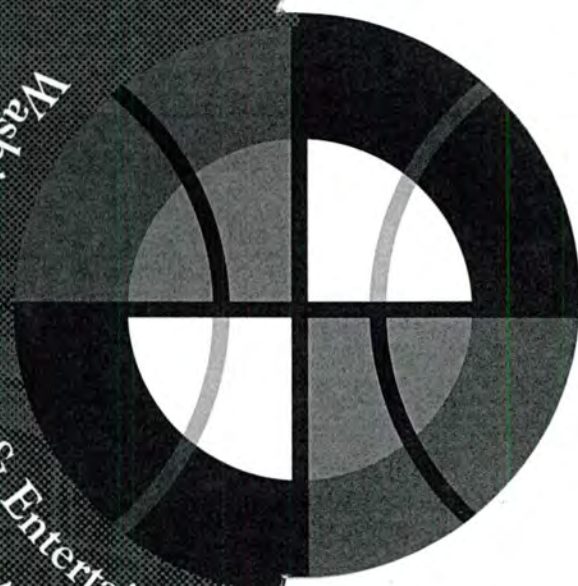
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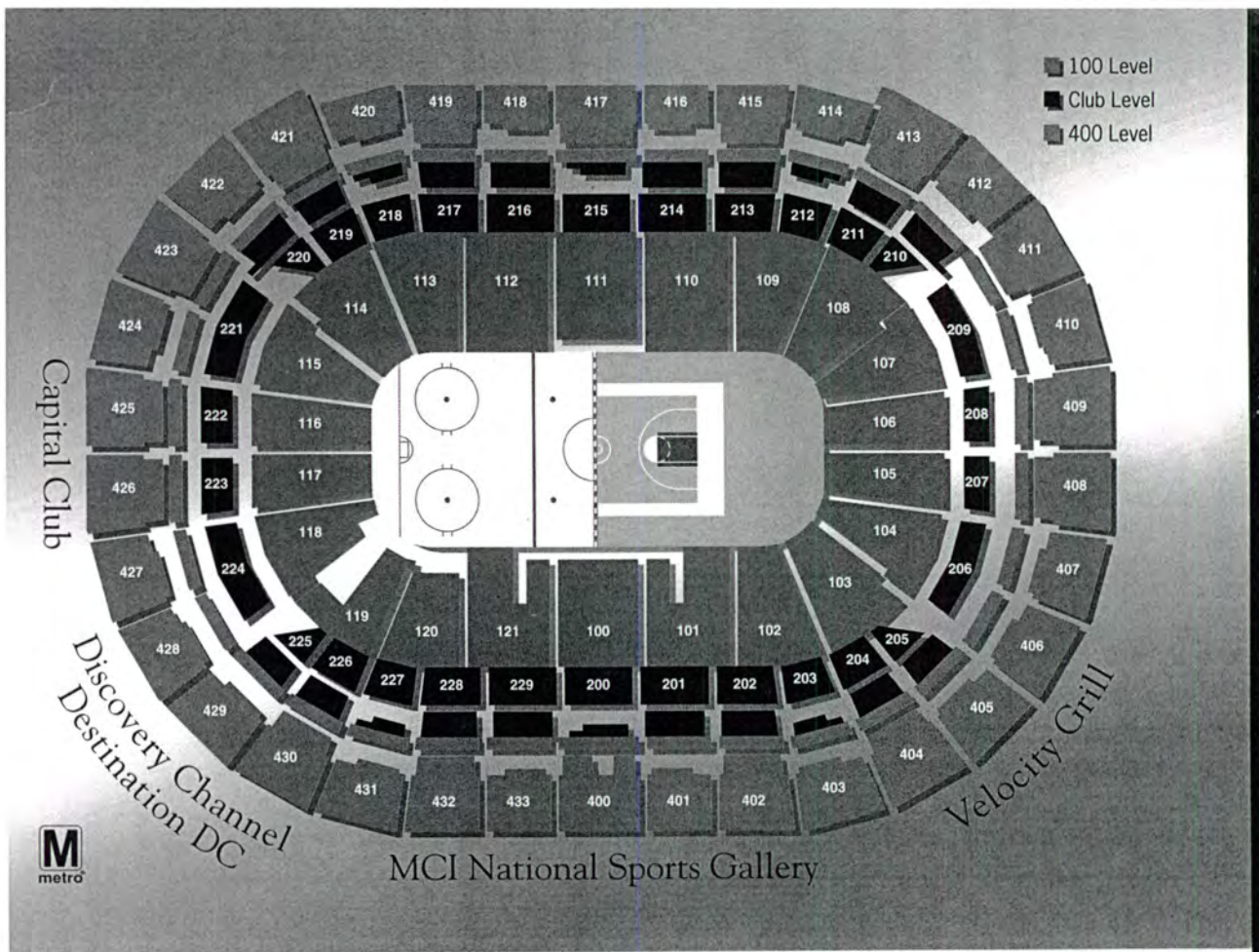
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