



FOR IMMEDIATE RELEASE

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**NBA STARS AND THEIR MOMS GO HEAD-TO-HEAD
ON "FAMILY FEUD"**

Teams Raise \$65,000 for NBA Cares' Community Partners

Burbank, CA – For the first time in its 30-year history, FAMILY FEUD is hooping it up and fast-breaking for charity with the special sweeps event premiere of **NBA Players vs. NBA Mothers Week**. The first of five daily episodes will begin airing in national syndication on Monday, November 12th (check local listings), just two weeks after the tip-off of the NBA's 62nd season.

Host John O'Hurley will be on-hand to referee super-sized NBA star sons **Grant Hill** (Phoenix Suns), **Chris Bosh** (Toronto Raptors), **Dwight Howard** (Orlando Magic), **Cuttino Mobley** (L.A. Clippers), **Richard Jefferson** (New Jersey Nets) and **David Lee** (New York Knicks) as they go head-to-head against their normally camera-shy moms Janet Hill, Frieda Bosh, Sheryl Howard, Jackie Mobley, Meekness LeCato and Susan Lee. He'll guide both teams through a series of fast-paced survey questions and answers, but there will be more at stake than family bragging rights -- thousands of dollars in prize money for NBA Cares Community Partners. All money won by the players will go directly to **KaBOOM!**, while their mothers' will go to the **Boys & Girls Clubs of America**.

To help celebrate this special sweeps event, the FAMILY FEUD set got a special NBA make-over. The NBA Players portion of the set was decorated in a locker room facade, featuring both NBA Practicewear & the new team uniforms being launched by Atlanta, Indiana & Philadelphia this season designed by Adidas. The NBA Mothers portion was decorated around a "living room" theme featuring NBA 'DreamSeats' and a special NBA 'Live' 08 game broadcast from Electronic Arts. Additionally, a separate "basketball court" area was installed on the set complete with an NBA 54" Backboard System, NBA Game Balls and an NBA Ball Truck, courtesy of Spalding. All of the items featured are available on-line at NBASore.com or at the NBA Store in New York City.

“This was an amazing opportunity for our players to take part in a fun experience with their mothers and at the same time give back to the Boys & Girls Clubs of America and KaBOOM! by raising over \$65,000 to benefit both programs,” said Josh Wachs, NBA Vice President, Community Relations.

Taped in Los Angeles, FAMILY FEUD is produced by FremantleMedia North America and distributed in the U.S. by Debmar-Mercury. Gaby Johnston is executive producer. Ken Fuchs is director.

NBA Cares

NBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important social issues in the United States and around the world. Through this umbrella program, the NBA, its teams and players have committed to donating \$100 million to charity, providing a million hours of hands on service to the community and creating 250 places where kids and families can live, learn or play. NBA Cares works with internationally-recognized youth-serving programs that support education, youth and family development, and health-related causes.

Boys & Girls Clubs of America

Boys & Girls Clubs of America (www.bgca.org) comprises a national network of more than 4,000 neighborhood-based facilities annually serving some 4.8 million young people, in all 50 states and on U.S. military bases worldwide. Known as “The Positive Place for Kids,” the Clubs provide guidance-oriented character development programs on a daily basis for children 6-18 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize leadership development, education and career exploration, financial literacy, health and life skills, the arts, sports, fitness and recreation, and family outreach. National headquarters are located in Atlanta.

KaBOOM!

KaBOOM! is a national nonprofit organization that envisions a great place to play within walking distance of every child in America. Over the past decade, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct over 1,100 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including a web portal and online community, regional and national trainings, grants and publications for communities that wish to plan a new playspace on their own. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago, Atlanta and San Mateo, CA. For more information, visit www.kaboom.org.

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