

Media Release

1/27/2010 – ARCA Night at the Thunderbirds

<http://www.ARCASOpeningDoors.org>

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Albuquerque Thunderbirds Celebrate ARCA Night on February 6, 2010

Thunderbirds Shoot to Win with ARCA

Albuquerque, NM – ARCA will be cheering for The Albuquerque Thunderbirds Saturday night, February 6, 2010, at 7:00 p.m. as they play the Utah Flash. Honorary Assistant Coach, Rolley Longley, said, “I know they’ll win and I can help by being there.” Rolley has received services from ARCA for over 20 years and has been an avid fan of the Thunderbirds since their arrival in Albuquerque in 2005.

NBA Cares, launched by Commissioner David Stern in 2005, includes initiatives focusing on education and literacy, youth and family development and health and wellness – initiatives that are a day to day part of ARCA’s mission as well.

Albuquerque Thunderbirds owner Jackie Bregman said "Our game is just the beginning of our community involvement. We hope all New Mexicans take the time to learn more about NBA Cares and, more importantly, are inspired to join us in making a difference. ARCA is an example of a stellar agency that supports these crucial initiatives, opening doors for people with developmental disabilities to live a meaningful life and give back to our community in powerful ways. We are thrilled with our partnership and look forward to creating many positive opportunities together."

"This is ARCA's Year of the Family," said Elaine Solimon, ARCA Executive Director. "We're jazzed about partnering with this stellar team to highlight the fun, family-friendly nature of basketball. For 52 years our work has been based on the foundation of teamwork - between staff, volunteers, individuals in our care and the community at large - it only seems natural to work with another organization that exemplifies this team spirit."

"ARCA Night at the Thunderbirds will be a great evening. We hope the coliseum is filled with people who love basketball and want to learn a little more about ARCA. The half-time show will celebrate health and wellness and its impact on everyone's quality of life. People will be inspired," said Adam Minnick, Thunderbirds VP of Business Operations.

Fans of the Thunderbirds are supporting ARCA through a year long free throw promotion. "It's a simple concept; every time the Thunderbirds sink a free throw, community members make a pledge to ARCA," said Michele Cody, ARCA Development Director. "We hope everyone participates by filling out and returning a pledge form."

Every pledge helps, even a penny a shot. Albuquerque the Magazine, Arte de la Mano Salon and the Thunderbirds are providing special incentives for donors including magazine subscriptions, team jerseys and even a photo with the team.

Anyone can support this partnership by filling out and returning a pledge form; forms are available at the games, on ARCA's site www.ARCASOpeningDoors.org or the Thunderbirds website www.nba.com/dleague/albuquerque. You can also call Michele Cody at 332-6803 to request a copy.

"One of the many things I love about Albuquerque is that, even in these trying economic times, fundraising is a fun, cooperative effort" said Cody. "People can go to an NBA Development League game right here in New Mexico for half the cost of a movie ticket – and support a great organization in the process."

Anyone who is interested in purchasing reduced price tickets for ARCA Night at the Thunderbirds should call the ARCA Foundation at 505-332-6855.

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ARCA is a nonprofit organization founded in 1957 by a group of Albuquerque families who had children with developmental disabilities. The mission of ARCA has remained consistent for 51 years: opening doors for people with developmental disabilities to be valued members of our community. For more information, please call 505-332-6803 or visit our web site at www.ARCASOpeningDoors.org.