



# MEDIA ADVISORY

PORTLAND TRAIL BLAZERS

FOR IMMEDIATE RELEASE

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## **MEDIA AVAILABILITY FOR CHANNING FRYE SET FOR THURSDAY AT FRIENDS OF THE CHILDREN**

**WHAT:** Media availability for Trail Blazers forward-center Channing Frye.

**WHEN:** Thursday, July 26, at 12 p.m. Frye will be serving lunch to the kids at Friends of the Children from 11-11:45 a.m., with photo opportunities available.

**WHO:** Frye, who was acquired by the Trail Blazers in a trade with the Knicks on June 28, begins his third NBA season this fall.

**WHERE:** Friends of the Children - Portland, 44 NE Morris St.

### **ABOUT TRAIL BLAZERS AND FRIENDS OF THE CHILDREN**

In support of the NBA Cares goal to build 100 places for kids to live learn and play by 2010, the Portland Trail Blazers employee volunteers will be building a Reading and Learning Center for the more than 300 at-risk children in the Friends of the Children program located in Portland.

The center will be installed in an existing room of the Friends of the Children facility and will include computer stations and a new library with books for all ages, providing valuable learning resources for the children served by the organization.

Friends of the Children - Portland is an exceptional early intervention/prevention organization, founded in 1993 by Portland native Duncan Campbell, which focuses on selecting the community's most vulnerable kindergartners and providing them with professionally trained, paid mentors, called Friends. These mentors guide and stay with the children until completion of high school (approx. 12 1/2 years), helping our community's

children develop the relationships, goals and skills necessary to break cycles of poverty, abuse and violence and become successful in life!

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