



NEWS ALERT!

October 22, 2007

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SPP EXECUTIVE DIRECTOR TO SPEAK AT YALE MANAGEMENT CONFERENCE ON “ACHIEVING EFFECTIVENESS IN PHILANTHROPY”

Greg Johnson, Executive Director of the Sports Philanthropy Project, will serve as a panelist at the 3rd Annual Yale School of Management Philanthropy Conference--“Achieving Effectiveness in Philanthropy”—on Friday, November 16th, 2007. The objective of the conference is to educate members of the Yale community and beyond on emerging trends in the philanthropic sector. The conference will include panel topics and interactive sessions in two tracks at the intersection of business and society.

Track 1:	How can the analytical tools of business be adapted to measure effectiveness of social programs and policy?
Track 2:	Where are leaders of business and society making impact? How do they allocate resources in order to carry out their strategies?

Greg will join a panel focusing on the most effective ways that corporations can have an impact on the communities they serve, as part of Track 2. The panel will be held from 10:00am-11:15am.

For more information, please contact Jubi Headley, Director of Communications, by telephone at (832) 407-3927 or by e-mail at jheadley@sportsphilanthropy.com.

The Sports Philanthropy Project (SPP) harnesses the power of sports to help build sustained and comprehensive social programs and services throughout the United States and Canada. Since 1988, SPP has provided guidance to teams and foundations from all of the major sports leagues including the National Basketball Association, the National Football League, Major League Baseball, Major League Soccer, the Women’s National Basketball Association, NASCAR and the National Hockey League, as well as athlete foundations and player associations. For more information please visit www.sportsphilanthropy.com.

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The Sports Philanthropy Project: The #1 Source for Sports Philanthropy Information