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FOR IMMEDIATE RELEASE

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**BARRY SANDERS, JENNIFER AZZI, BRYANT REEVES HEADLINE PANEL  
OF CELEBRITY JUDGES AT *POWERADE JAMFEST***

***McDonald's All Americans to Participate in Slam Dunk &  
Three-Point Shooting Contest at Carl Albert High School and Kick-Off Game Week***

**OKLAHOMA CITY, OK – March 16, 2004** – Carl Albert High School will help kick-off the McDonald's All-American High School Basketball Game week by hosting the Powerade Jamfest on Monday, March 29. The Powerade JamFest will feature a panel of celebrity judges, including **Barry Sanders**, the 1988 Heisman Trophy winner from Oklahoma State who led a stellar career in the NFL, and a recent inductee to the Pro Football Hall of Fame; **Jennifer Azzi**, former Stanford University star, Olympic Gold-Medalist, and retired WNBA star; **Bryant Reeves**, former Oklahoma State superstar who led the Cowboys to their first-ever Final Four appearance in 1995; **Lee Mayberry**, former NBA star and Oklahoma native; **Shane Hamman**, known as the world's strongest man and graduate of Mustang High School here in Oklahoma; **Elissa Walker-Campbell**, former OU star and current sports announcer; **Sonny Hill**, an executive advisor to the Philadelphia 76ers and Founder of the Sonny Hill Basketball League, and is in his 27<sup>th</sup> year as a selection committee member; and **Howard Garfinkle**, one of the original teachers of basketball, with his Five-Star Basketball Camps that have produced superstars like Michael Jordan, LeBron James,

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and Grant Hill.

Two Carl Albert basketball alumni, **Sharon Webster** and her brother, **Jeff Webster** who was a McDonald's All-American from Carl Albert in 1989 will come back to their old high school for the event and present the Powerade JamFest game ball.

The event begins at 7 p.m. and will kick off the McDonald's All American Game Week activities. This year celebrates the 27<sup>th</sup> Anniversary of the McDonald's All American Boys Basketball Game and the 3<sup>rd</sup> Anniversary of the Girls Game.

Powerade Jamfest, an annual McDonald's All American Game event included in the activities since 1987, traditionally showcases the country's top high school basketball players in a "high intensity" slam-dunk and 3-point shootout competition. Previous Slam Dunk winners include NBA All Stars Vince Carter of the Toronto Raptors, Baron Davis of the Charlotte Hornets, Carmello Anthony of the Denver Nuggets, and LeBron James of the Cleveland Cavaliers. Recent three point champions include Shane Battier of the Memphis Grizzlies and Chris Duhon of Duke University.

Three years ago in 2001, a "Team Ball," a competition similar to the NBA's "2ball" was introduced, that will involve both the Boys and Girls McDonald's All Americans. The three-point contest will feature competitions for both the Boys and Girls as well.

Tickets for the Powerade Jamfest event are \$10 and available through the Oklahoma City All Sports Association by calling (405) 236-5000. Net proceeds benefit the Ronald McDonald House Charities Chapters of Oklahoma City and Tulsa.

"Carl Albert High School has outstanding facilities for an event like this and a reputation

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for excellence in sports and education,” said Greg LaPat, Chairman of the McDonald’s All American Game. “We are excited to have a premier high school basketball program as a host for this Jamfest event to help make the 27<sup>th</sup> anniversary McDonald’s All American Game a success.”

Both the 27<sup>th</sup> Anniversary Boys Game and the 3<sup>rd</sup> Anniversary Girls Game will take place on Wednesday March 31, 2004 at the Ford Center in Oklahoma City. For more information on the McDonald’s All American Game, please visit [www.mcdonalds.com](http://www.mcdonalds.com) and [www.mcdonaldsallamerican.com](http://www.mcdonaldsallamerican.com).

**Please don’t forget to submit your requests for credentials. The deadline for media credential requests is Monday, March 22nd. Please see the attached calendar of events and activities with players which are open to media representatives.**

Carl Albert High School has an enrollment of 850 students, with 77% of their students heading to college after they graduate. The school, located in the Mid-Del school system, has consistently been a state leader in various athletic programs. Their cheerleading squad is the reigning National Champions, and their football team has been a front-runner for state championships for years. Their athletic and academic record continues to grow.

**McDonald’s All-American Games GAME WEEK MEDIA SCHEDULE\***

*Activities Listed Below Are Open To Media With Credentials  
Media Credentials Are Required for All Events/Activities*

**SUNDAY, MARCH 28**

***1) Ronald McDonald House and Children’s Hospital Visits***

**Locations:**

<i>Ronald McDonald House—Oklahoma City &amp; OU Children’s Hospital</i>	<b>12 – 2 p.m.**</b>
<i>Ronald McDonald House—Tulsa &amp; St. Francis Hospital</i>	<b>11 a.m. – 1 p.m.</b>

**Description:** McDonald's All American team members visit children and families at Ronald McDonald Houses and local hospitals (teams will be divided-up for house visits)

**2) Practice**

**3-5 p.m.**

Boys—Oklahoma City University  
Girls—University of Central Oklahoma

**MONDAY, MARCH 29**

**1) Practice**

**9 a.m. - 11 a.m.**

Boys—Oklahoma City University  
Girls—University of Central Oklahoma

**2) Media Day Lunch & Player Interviews**

**11:30 a.m.-1 p.m.**

**Location:** Ford Center

**Description:** Team members available for interviews – Attn: Oklahoma media, please contact Moroch for interviews\*\*\*

**3) McDonald's Go Active! Kids Clinic, presented by Reebok**

**1:00-2:15 p.m.**

**Location:** Ford Center

**Description:** Kids ages 7-12 learn skills from Coach Morgan Wooten, Jennifer Azzi and team members

**4) Oklahoma City National Memorial Visit**

**3:00-3:30 p.m.**

**Location:** Oklahoma City National Memorial – Downtown

**Description:** Team members receive a tour of the OKC National Memorial

**5) Powerade Jamfest**

**7-9 p.m.**

**Location:** Carl Albert High School - Midwest City, OK

**Description:** Team members compete in a high energy slam dunk and team ball competition

**TUESDAY, MARCH 30**

**1) Practice**

**9-11 a.m.**

Boys—Oklahoma City University  
Girls—University of Central Oklahoma

**2) Players Serve Up Lunch to Customers at McDonald's**

**11:30 – 12:15p**

**Locations:**

Boys Team: McDonald's at Sheridan and Reno in OKC (downtown)

Girls Team: McDonald's at 2<sup>nd</sup> and Bryant in Edmond (by SuperTarget)

**Description:** Team members serve up lunch to customers at McDonald's and interact with customers and employees

**3) Oklahoma State Capitol Visit (House, Senate and Governor Henry) 12:30-2 p.m.**

**Location:** Oklahoma State Capitol – House & Senate Chambers

**Description:** Team members present Game Balls and interact with lawmakers in the House and Senate Chambers, meet with Governor Henry for a special jersey presentation

**WEDNESDAY, MARCH 31**

**1) McDonald's All-American High School Basketball Games**

**Location:** Ford Center

**Girls Game**

**5:30 p.m.**

**Boys Game**

**8 p.m.**

**2) Post Game News Conference**

**After Boys Game Concludes**

**Location:** Ford Center – media area

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**NOTE: Media Credentials Are Required for All Events/Activities**

**For Credential Requests and Media Inquiries, Please Contact:**

Kevin Dietz, Golin/Harris

312-729-4281 or [kdietz@golinharris.com](mailto:kdietz@golinharris.com)

**\*SCHEDULE SUBJECT TO CHANGE**

**\*\*ALL TIMES CENTRAL STANDARD TIME**

**\*\*\*OKLAHOMA MEDIA: please contact Moroch for interview requests or event/activity questions**

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