

# SPORTS

The Portland Observer

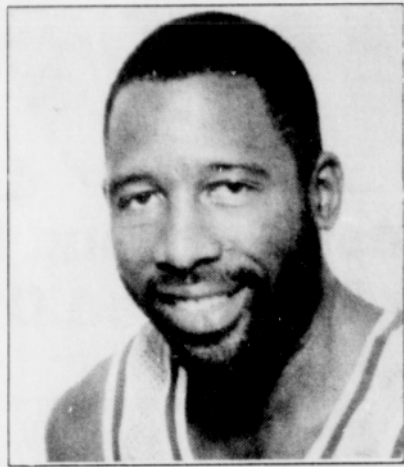
## L.A. LAKER JAMES WORTHY GUEST STARS ON "STAR TREK"

Famed basketball legend and L.A. Laker forward James Worthy will make an unprecedented guest appearance on an upcoming episode of the Emmy Award-winning series "Star Trek: The Next Generation," produced by Paramount Network Television and distributed by Paramount Domestic Television. The 6-foot 9-inch basketball great will undergo three hours of make-up to portray a Klingon named Koral on an upcoming episode entitled "Gambit Part II" which is scheduled to air the week of Oct. 18, 1993.

In the "Star Trek: The Next Generation" episode, Worthy portrays Koral, a stolid Klingon mercenary under orders to transport stolen artifacts to a roaming pirate ship where Captain Jean-Luc Picard (Patrick Stewart) is investigating undercover. In his first scene, Dr. Beverly Crusher (Gates McFadden) and Lt. Worf (Michael Dorn) greet Koral at the shuttlebay and request his permission to conduct a bogus safety investigation, fully intending to scour his vessel for the stolen objects. Koral reluctantly assents, aware that there is a hidden agenda. The episode culminates with an action scene on the observation deck with Koral attempt-

ing to defend not only his illegitimate cargo but his Klingon honor.

Unbeknownst to most Laker fans, Worthy has been an avid admirer of "Star Trek: The Next Generation" for many years. Worthy explains, "I'm a big-time fan of 'Star Trek: The Next Generation' and look-



Laker forward James Worthy

ing forward to working with the people who are on my personal television all-star team."

Executive producer Rick Berman states, "James took us to lunch and said he wanted to be a Klingon." He continues, "Obviously, we consented and now we've got the tallest Klingon

on record." Worthy's appearance adds yet another outstanding individual to "Star Trek: The Next Generation's" ever-growing list of special guest stars. He joins the ranks of such distinguished guest stars as renowned physicist Stephen Hawking, the first African American astronaut Mae Jemison, all-around entertainer Ben Vereen, musician Mick Fleetwood and John Tesh, co-host of "Entertainment Tonight" and "John & Leeza From Hollywood," — who also portrayed a Klingon. Worthy's appearance adds yet another first for the show's impressive list of guest stars, as this marks the first time a professional athlete of his caliber has appeared on the show.

Worthy will be returning to the Los Angeles Lakers this year for an 11th season. Since joining the Lakers in 1982 from the University of North Carolina as their No. 1 draft pick, Worthy has established himself as one of the most memorable players in the history of basketball. A veteran of three NBA championship teams with the Lakers, he enters his 1993-94 season ranked among the NBA's top leaders in steals, field goals and points.

## ANHEUSER BUSCH SUPPORTS 'MIDSUMMER NIGHT'S MAGIC'



For the eighth consecutive year, Anheuser-Busch Companies was a major sponsor of "A Midsummer Night's Magic," a star-studded fund-raising weekend for the United Negro College Fund (UNCF) hosted by basketball great Earvin "Magic" Johnson. The weekend gala, which includes a banquet and an all-star basketball game at the Great Western Forum, Juien catches a moment with three legends of the game, Chicago Bulls superstar Michael Jordan, Atlanta Hawks star forward Dominique Wilkins, and game host Magic Johnson.

## PRO-AM CHAMPIONSHIP GAME SET!

By John Phillips

The top Prospects Pro-Am Summer Classic Championship Game is set after a week-end of Playoff Games.

The Playoffs Started Saturday with round one. The Sonics got 42 points from Tony Ross and 39 points from Terrell Cage with a 124-107 win over The Suns. Delon Phoenix and Robert Key scored 28 and 27 points for the losers.

In game two Saturday, The Cavs scored a close 120-114 vic-

“ Now its down to the Hawks and The Lakers ”

tory over The Hornets. Ex-University Of Oregon star Antoine Stoudamire led The Cavs with 37 big points. Tim Pittman scored on 7 three point shots, an totaled 25 points to help The Cavs. Big Arron Bell paced The Hornets with 26 points.

On Sunday it was down to the final four. In the first game, past champs, The Lakers ran right by The Sonics 112-93. Ex-Trailblazers Darnell Valentine led The

Lakers with 25 points. Anthony Crowell added 17 more points for The Lakers. Again it was Cage and Ross leading the way for The Sonics. Cage scored 32 points and Ross chipped in with 28 points.

In the night cap Sunday, The Hawks, who led the regular season standings with a 9 win, 2 lost record, took on The Cavs, who played without the league's leading scorer, Terrell Brandon, who was out with a bad foot, scored a tough 119-113 win. Phil Hopson's 33 points led The Hawks top playmaker Tony Hampton added 29 more points and about that many assist. The Cavs were headed by Stoudamire once Again with 40 points, T.J. Bolton scored 23 to help The Cavs.

Now its down to the Hawks and The Lakers. In their last meeting The Lakers scored a easy 110-92 win. But this will be the championship game of the top prospects Pro-Am Summer Classic, so look for it to be a very good one.

Remember, Saturday at 2:00 P.M. at the Salvation Army, at 5335 North Williams Avenue, and its free. So don't miss it.

## TRAIL BLAZERS LAND AIRPORT ADVERTISING CONTRACT

The Port of Portland announced that it has awarded a five year contract for the advertising concession at Portland International Airport (PDX) to the Portland Trail Blazers.

"The Trail Blazers have a national reputation for being one of the nations' best managed sports franchises. The Port expects that those same capabilities will be extended to this new venture," said Port of Portland Commission President Robert Ames.

"We consider our involvement with airport advertising a natural extension of a business were are already in," said Marshall Glickman, the Trail Blazers Senior Vice-President of Marketing. "Our organization has been involved in creating, selling and servicing a wide variety of sponsorship opportunities since the late 70's including sponsored display signage at the Memorial Coliseum," added Glickman. "We have extensive experience, a strong knowledge of the market and excellent relationships with major local and national companies. We expect to have a very successful and long term partnership with the Port of Portland. This move is a clear indication of our long term business strategy."

The Trail Blazers marketing plan for PDX emphasizes long term sponsorships rather than traditional advertising space buys. Their contract calls for them to guarantee a minimum of \$450,000 a year for the Port, which equates to \$2.25 million in five years. This is 30% more than the previous advertising contract's annual guarantee. "Our goal is for the

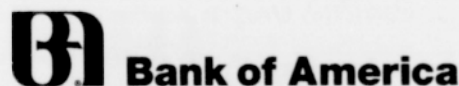
Port to realize substantially more revenue," said Glickman.

Sponsors will be linked to themed displays located throughout the airport that promote Portland as "The Gateway to Oregon." All advertising

“ The Trail Blazers have a national reputation for being one of the nations' best managed sports franchises. ”

will be associated with information, points of interest or entertainment. "We will provide a reason to look and a reward for looking," said Pat Lafferty, Blazers Director of Marketing services who led development of the Airport project. "We'll showcase the region's people, places, scenic attractions, business and industry using a wide variety of technologies including widescreen video, ambient sound systems, digital imaging, fiber optics and interactive multimedia."

The Trail Blazers will spend more than \$700,000 in capital expenditures in the first year of the agreement to develop the "Gateway to Oregon" theme at PDX. Further expenditures are anticipated as new concourses are added. The Blazers assume responsibility for the advertising concession for PDX on January 1, 1994.



Slam 'N Jam  
BLAZERS.

Saturday, August 21, 1993  
At the Civic Stadium  
Doors Open at 3:00 PM

- ★ Proceeds to Benefit Oregon High School Athletics
- ★ Tickets are on sale now at Blazers on Broadway and all Ticketmaster locations. Prices start at \$13 for adults and \$8 for students (subject to user fees and service charges)
- ★ NBA Celebrity Classic Basketball Game with Blazers and NBA players.
- ★ Slam 'N Jam 3-Point Shootout during halftime of the Celebrity Classic. This will include NBA players and one "lucky fan" who will qualify to shoot with the pros.
- ★ Fireworks display and musical entertainment featuring Tom Grant and Curtis Salgado.
- ★ Interactive games and concessions on field (with purchase of a field pass).

### New Salem Blazers On Broadway Store

The Portland Trail Blazers are expanding their retail operations to Salem with the construction of their second official "Blazes on Broadway" retail store.

The new Blazers on Broadway will be located in Lancaster Mall (831 Lancaster Drive NE). R and H Construction is expected to begin work on the 800-square foot facility on Monday, August 16. A special grand opening celebration is planned for late October.

The store will offer a wide variety of NBA licensed Blazers merchandise as well as collegiate and other professional sports products ranging from clothing to collectibles. It will also serve as a Ticketmaster outlet.

"The tremendous success that we've experienced with our first team shop in downtown Portland has provided us with an opportunity to extend the Blazers on Broadway concept," said J. Isaac, Blazers Director of Business Development. "We're very excited about what Lancaster Mall has to offer, it provides for an excellent retail environment."

Mark New of New & Neville Real Estate Services negotiated the Lancaster Mall contract Bret Schuytzt is serving as the project architect.

### Prostuff

Best Of The West  
Slamfest '93  
&  
All-Star Basketball Game

Contest Date: August 27, @ 7 P.M.  
Tryouts For 3-Point & "Slam Dunkers"

When-August 14, 1993  
Where-Tigard High School Gymnasium  
Time-10:00 A.M. Cost-\$5.00

Slam-Dunk Contest Prizes.  
\$800 1ST Place  
\$200 2ND Place  
\$100 3RD Place

Kids Ages 8-15 Needed For 3 PT. Contest-Prizes  
Individuals Interested Contact Spencer Graham At:  
Prostuff 16200 SW Pacific Hwy,  
Tigard Towne Square, (503) 620-4188

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