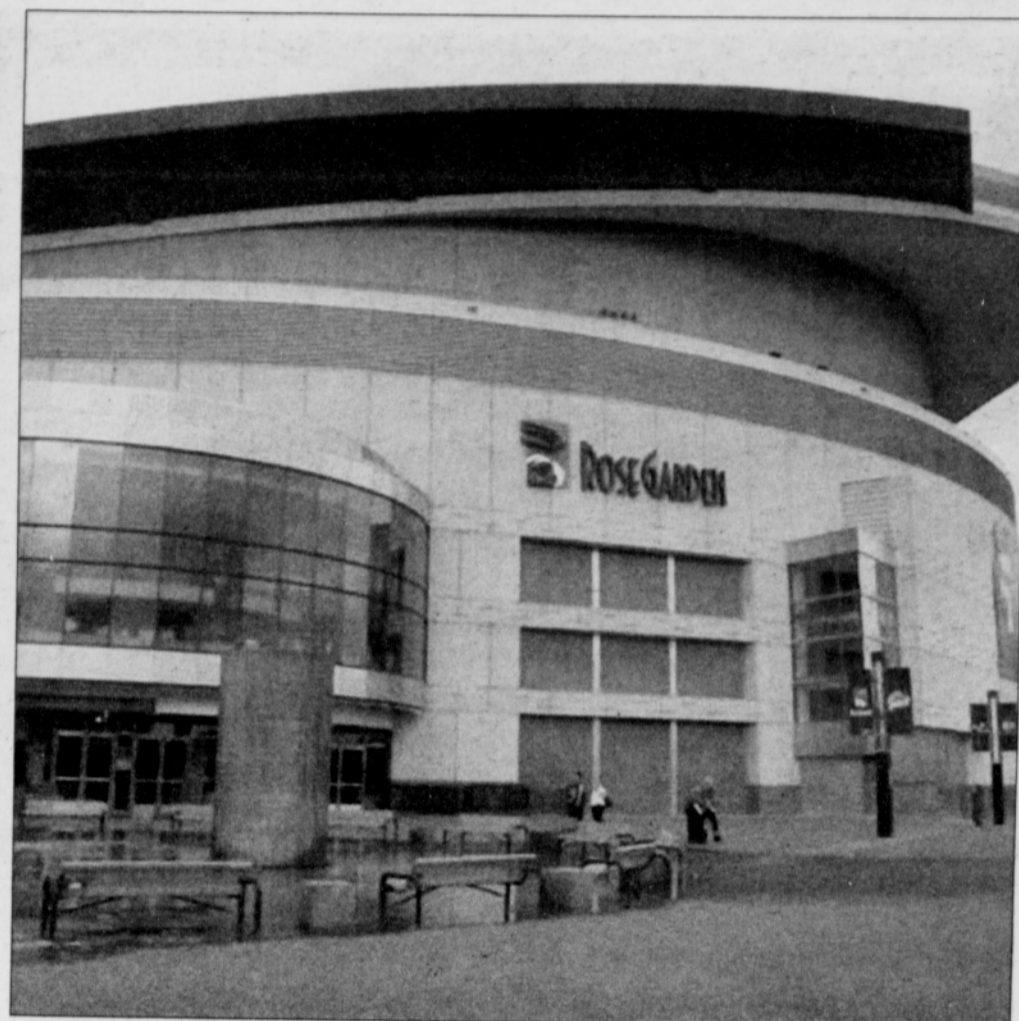




Chris McGowan (left), Trail Blazers president and chief executive officer, and Dr. William Johnson, president of Moda Health, appear at a news conference Tuesday to announce the renaming of Portland's Rose Garden Arena to "Moda Center at the Rose Quarter."



Portland's Rose Garden was constructed in 1995 as home to the Portland Trail Blazers. A new name for the arena was announced by team officials on Tuesday.

# Moda Health Wins Arena Naming Rights

Rose Garden name goes away for sponsorship deal

The Portland Trail Blazers and Moda Health have unveiled a community partnership that changes the name of the Rose Garden to "the Moda Center at the Rose Quarter," effective immediately.

Moda Health, formerly ODS Health, is a retail health insurance

company headquartered in Portland and serves customers in Oregon, Washington and Alaska.

The arena's 10-year sponsorship agreement was jointly announced Tuesday during a news conference.

No financial terms were revealed, but sponsorships are known to add

millions of dollars to sports franchises. At the request of Trail Blazers owner Paul Allen, the new logo for the Moda Center, when unveiled at a later date, will incorporate a rose as a salute to the city of Portland.

"These are the types of large-scale partnerships that are going to

take our organization to the next level," said Chris McGowan, Trail Blazers president and chief executive officer. "This agreement enables us to reinvest in the company and the team at levels that impact every aspect of the fan experience, including the facilities, amenities, events and even the product on the court."

Physical transformation of the arena and Rose Quarter will begin immediately, with new signage and other visual elements being added gradually, officials said. New graphics for the home court surface of the Trail Blazers are scheduled to debut in time for the team's regular season

*continued* ▼ on page 7

## WE STAND UP FOR WHAT WE BELIEVE IN!

### OUR FUTURE

It is our primary goal as a labor union to better the lives of all people working in the building trades through advocacy, civil demonstration, and the long-held belief that workers deserve a "family wage" – fair pay for an honest day's work.

### OUR FAMILIES & OUR COMMUNITIES

A family wage, and the benefits that go with it, not only strengthens families, but also allows our communities to become stronger, more cohesive, and more responsive to their citizens' needs. Our ongoing efforts to establish Area Standard wages and benefits knows no boundaries of race, creed, color, gender, beliefs, or country of origin.



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