

NAACP AND ATLANTA HAWKS AND BRAVES REACH AGREEMENT

In an exchange of letters, the Atlanta Branch of the NAACP and the Atlanta Hawks and Atlanta Braves have resolved their differences over the implementation of affirmative action plans on the part of the two sports teams, and agreed to periodic meetings to assess the progress of those plans.

These actions, according to Julian Bond, president of the Atlanta NAACP, satisfy the concerns of the Branch and end the possibility of demonstrations being mounted against the teams.

This possibility arose when earlier negotiations, looking toward the signing of a formal agreement with the teams, broke down. Since then, a series of meetings have been held between the NAACP and representatives of the teams leading to the exchange of letters.

"The Braves and Hawks have acted responsibly in addressing the broad issue of affirmative action. We have always said they are among the leaders in professional sports in this area, and now we are confident they will become even better," Mr. Bond said.

In the NAACP letter, Mr. Bond, Dr. Benjamin L. Hooks, executive director of the NAACP, and Ms. Jondell Johnson, executive director of the Atlanta NAACP, noted that the "commitment to ensure the Atlanta Hawks and Atlanta Braves fulfill their corporate societal responsibility is an important step to bring blacks, women, and other minorities into the economic mainstream."

It was noted that the exchange of letters had the endorsement of the national office of the NAACP.

William M. Shaw, Corporate vice president, personnel, for the Braves and

Hawks, signed the letter on their behalf. In it, the following commitments were made:

- "(We) will continue to consider and hire minorities and women in every phase of employment, including executives, management, coaching, announcing, and sales. In addition, we will consider minorities and women in all areas of the Braves farm system . . ."

- "We have a minority purchasing plan and will continue to use the NAACP's minority business director and other sources to identify minority suppliers and contractors. Each department will be instructed to work with this purchasing plan to increase opportunities for minority business persons throughout the Braves and Hawks organization.

- "We will use, when possible, including but not limited to, such minority professionals as accountants and printers, as well as suppliers of equipment, uniforms and other goods and services.

- "We will continue to advertise in the local minority media, such as Atlanta Daily World, Atlanta Inquirer, Atlanta Voice, WAOK/WVEE, and WIGO radio . . ."

- "We will continue to review and contribute to community service and philanthropic organizations . . ."

- "We wish to continue our working relationship with the Atlanta Chapter of the NAACP and look forward to meeting . . . periodically to discuss our progress and entertain suggestions in the common interest."

The negotiations with the Hawks and Braves are part of a national campaign by the NAACP to improve the status of minority employment in professional baseball, basketball and football.

Chavez-Aguilar, Starling-Breland WBA Title Bouts at Hilton Saturday, April 16

Undefeated World Boxing Association lightweight champion Julio Cesar Chavez faces No. 1 contender Rodolfo Aguilar and WBA welterweight champ Marlon Starling meets former king Mark Breland in a title doubleheader Saturday, April 16, at the Las Vegas Hilton it has been announced.

These world championship fights, the 15th and 16th hosted by the Las Vegas Hilton the past 28 months—more than at any site in the

world during this period—will be held in the 9,400-seat Hilton Center.

The championship card, promoted by the Las Vegas Hilton in association with Don King Productions, features Chavez, regarded as the most complete fighter in the sport, against a talented boxer-puncher as well as the rematch between Starling and the man he dethroned.

"We are extremely pleased to be able to present a championship fight card with in-

CAESARS PALACE TO RE-BROADCAST GREAT BOXING CONTESTS TUESDAYS, BEGINNING MARCH 1

Television sportscaster Al Bernstein will host video boxing highlights at Caesars Palace every Tuesday evening in March, rebroadcasting some of the sport's greatest contests on the giant screens of Caesars' Olympiad Sports Book.

On March 1 at 9 p.m., Bernstein will take a look at former middleweight champion Marvelous Marvin Hagler. "A Marvelous Evening" focuses on Hagler's fights against Thomas Hearns, John "The Beast" Mugabi and Sugar Ray Leonard. Bernstein will also field boxing trivia questions, offering prizes to audience participants. Seating is free and open to adults 21 and over.

Titled "Boxing by the Book," the Tuesday evening programs continue through March 29 with different weekly themes and featured special guests who will assist with commentary and answer audience questions.

Caesars Senior Vice President of Marketing Mike Dimond said customer enthusiasm in connection with George Foreman's recent fights helped spark the addition to Caesars' Sports Book schedule. "We had been thinking about doing something like this a month or so ago," Dimond explained, "but were especially excited to move ahead when we saw

cludes Julio Cesar Chavez, perhaps the best all-around fighter in the world today," says John T. Fitzgerald, president of the Las Vegas Hilton.

"Also having welterweight champion Marlon Starling against former champion and Olympic gold medalist Mark Breland in a rematch that could be the most competitive bout of the year enhances the significance of this card all the more.

"In hosting this world championship doubleheader the Las Vegas Hilton is reaffirming its intentions to continue and intensify efforts to stage the very biggest and most important fight cards available."

The championship card is scheduled to start at 5 p.m. (Pacific time) with doors to the Hilton Center opening at 4:30.

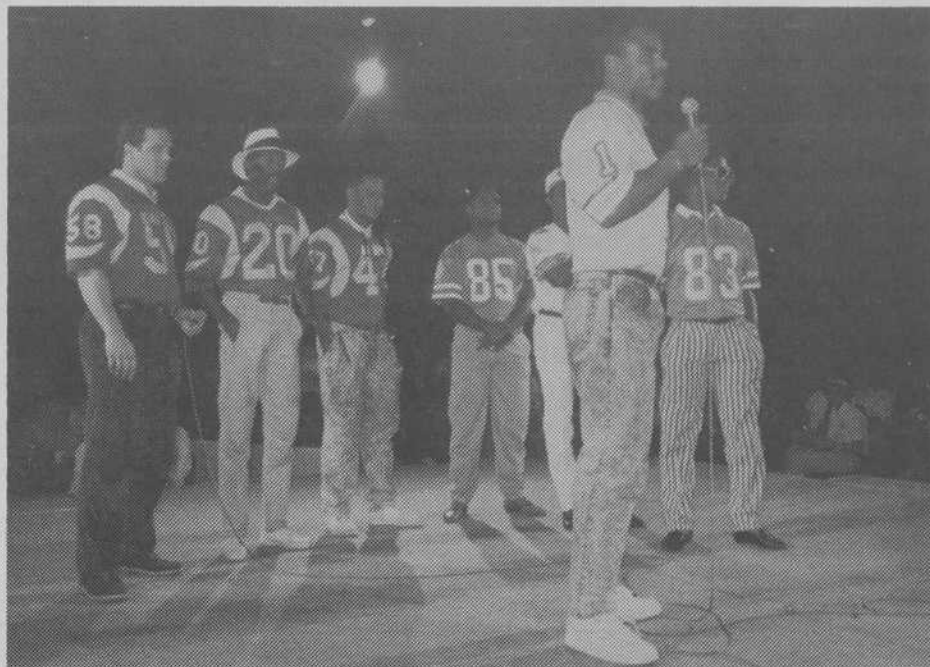
Tickets, at \$50, \$100, \$150, \$250 and \$400, are on sale between 9 a.m. and 5 p.m. seven days a week at the Las Vegas Hilton Special Events Ticket Office located in the Las Vegas Hilton Race and Sports SuperBook. Tickets also may be ordered

the casino excitement over Foreman's fight Feb. 5, and the media response to his scheduled March 19 bout with Dwight Qawi. People want to see their heroes — a man like Foreman, who decked Joe Frazier; fabulous Muhammad Ali fights; Hagler vs. Hearns.

"Snagging Bernstein as emcee was also a big factor. Boxing fans have seen him for more than seven years on E.S.P.N., and he's hosted

some of the mega-fights as well. He's the kind of person who doesn't mind signing an autograph, answering a question. That's important to us. We aren't charging customers for this. It's like inviting someone into your living room. You want your guests to feel welcome."

General admission seating in the Caesars Palace Sports Book is available on a first-come first-served basis. No advance reservations.



SAHARA SUPERBOWL CROWD PARTIES WITH THE PROS — Superbowl party-goers crowded into the Sahara's space center to an all-you-can-eat buffet of hotdogs and sandwiches while watching the game on giant screens and meeting players from their favorite pro teams. Answering questions at the Sahara's Superbowl party are (l to r) Los Angeles Rams Mel Owens, Johnny Johnson and Leroy Irvin, Miami Dolphins Mark "Super" Duper, Nat Moore and Mark Clayton. At the mic is Houston Oilers Warren Moon.

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between 9 a.m. and 5 p.m. seven days a week by calling (702) 732-5320 or 1-800-222-5361.

The two WBA title bouts will be televised live nationally by Home Box Office (HBO) but will be blacked out in Southern Nevada.

Starling, from Hartford, Conn., has a record of 43-4 with 25 knockouts and is coming off a successful defense of his WBA welterweight championship over Fujio Ozaki Feb. 5 in Atlantic City.

The 29-year-old Starling won the WBA 147-pound title Aug. 22 in Columbia, S.C., by stopping Breland in the 11th round. The slick-boxing Starling also has a win over former WBC super welterweight champion Lupe Aquino.

Breland, from New York, has a record of 20-1 with 13 knockouts. The 24-year-old gold medalist at the 1984 Los Angeles Olympics has won twice since his loss to Starling.

Breland won the WBA welterweight championship Feb. 6, 1987, in Atlantic City