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### **Trail Blazers Set to Release New YouTube Channel**

*The Portland Trail Blazers plan to release a series of YouTube videos that go in-depth into players and coaches lives*

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Starting in the 2011-2012 NBA season, the Portland Trail Blazers will release a series of YouTube videos that will display the lives of its players . The purpose of this new YouTube channel is to allow Blazer fans to get a glimpse of the team on a more personal level.

The series, which is titled "Behind The Jersey", will consist of 7-10 minute segments of individual players and coaches that highlight their daily activities, both on and off the court.

Throughout this series, players and coaches will be followed by a camera that will record their daily activities. The players and coaches will be hosting the segments, essentially giving it a reality television feel.

This new segment is intended to strengthen the relationship between the team and its fans. Furthermore, the Portland Trail Blazers are giving fans the opportunity to divulge into the individual lives of the team, allowing for them to connect on a more personal level.

In addition to being displayed on YouTube, the "Behind The Jersey" segments will be uploaded onto the Portland Trail Blazers award winning fan site, [www.iamatrailblazersfan.com](http://www.iamatrailblazersfan.com).

The Portland Trail Blazers popular fan site has been nominated for the People's Choice Award and the Community Award at the 2010 South by Southwest (SXSW) Interactive Web Awards on March 14th in Austin, Texas.

The Trail Blazers were one of the first professional sports franchises to create a social media site for its fans. With this website, the Trail Blazers have been able to allow fans to

connect with the team and other fans, through personal blogs, videos, podcasts and other social media communications. The growing success of the organization's on-going social media campaigns have led the Trail Blazers to believe this new series will flourish with its creativity and fan-first concept.

#### MULTIMEDIA ELEMENTS:

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Portland Trail Blazers Uprising Video  
QUOTES

"We are extremely excited for this new YouTube channel. Through these new videos, we believe we can build on the relationship between the Trail Blazers and its fans."

"Fans love nothing more than knowing that their team live normal lives like them. By giving them this ability to view the normal lives of the Blazers, fans will feel more connected to the team."

- Aaron Grossman, Communications Director

"The City of Portland embraces the Blazers and its players. We certainly have the best fans in the NBA, and to reward the loyalty that the city has shown us, we would like to do them a service and provide them with an entertaining series that documents the lives of their favorite players."

- Jim Taylor, Senior Director of Communications

For more information, quotes or an exclusive interview please contact Zachary Brown at (503) 797-1234 or by email at [zacgbrown@gmail.com](mailto:zacgbrown@gmail.com)

#### RELATED LINKS

Portland Trail Blazers Main Site  
The official website of the Portland Trail Blazers

Portland Trail Blazers Fan Site  
The official website for Blazer fans

Technorati Tags: "Behind The Jersey" | Blazers Social Media