



**Doc Rivers' Gatorade Soaked Shirt Nets \$55,000 on WEEI  
All proceeds benefit The Shamrock Foundation**

June 24, 2008 (Boston, Mass.) -- Doc Rivers' Gatorade soaked shirt and the accompanying Gatorade Bucket from Game 6 of the NBA Finals netted a whopping \$55,000 for The Shamrock Foundation through an auction on Sports Radio WEEI. The items were won by an anonymous bidder who pledged a donation of \$35,000. The additional money came from a \$10,000 donation from Gatorade and a second anonymous donor, who also called in to pledge \$10,000.

The shirt, which is autographed by Rivers and Paul Pierce, has been up for auction on WEEI since last Thursday. After appearing on the Dennis & Callahan Show, the Celtics head coach gave the shirt to WEEI to auction on air for The Shamrock Foundation, the team's charitable arm which benefits local children's programs.

At the start of this morning, bidding was at \$10,000. At 8 AM, former Patriots Head Coach and current Miami Dolphins Vice President of Football Operations Bill Parcells, who has an endorsement deal with Gatorade, called WEEI and placed a bid of \$20,000 on behalf of Gatorade. That sparked two hours of heated bidding between three bidders – Gatorade, which planned to give the shirt back to the Celtics so it could be shared with the Boston fans; and two anonymous bidders. One of the anonymous bidders, whose would like to remain anonymous, placed the final high bid of \$35,000 just before the auction closed at 10 AM.

Steve Pagliuca, Boston Celtics Managing Partner and President of The Shamrock Foundation, also called WEEI with a unique and generous twist. Pagliuca said he would make an additional, personal donation of \$35,000 to the Foundation if the winning bidder

will lend the shirt to the Celtics at certain points during the season so it can be displayed for fans. No word yet on whether that offer will be accepted.

“Obviously, we’re thrilled with the outcome,” said Jason Wolfe, Vice President of AM Programming. “It was exciting to see such generosity from Celtics fans and from Gatorade, and we’re so proud to have been a part of raising so much money for the great work done by The Shamrock Foundation.”

"We are thrilled at the generosity of Doc Rivers, Gatorade, our donors and WEEI for their efforts for The Shamrock Foundation, which provides services for children in need throughout our communities. We are grateful for the continued support from our fans throughout the Commonwealth," said Steve Pagliuca, Managing Partner of the Boston Celtics/President of Boston Celtics Shamrock Foundation.