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ROGER MASON JR. TAKES TECH-SAVVY APPROACH TO CHARITABLE INITIATIVE

By [Eric Fisher](#), Staff Writer, SportsBusiness Journal

Spurs G **Roger Mason Jr.** will hold a charity event in DC today with the Motion Picture Association of America in which he will host a group of 50 students from the E.L. Haynes Public Charter School in DC for a red carpet movie night at the MPAA's private theater. Mason is "adopting" the school's seventh grade class for the upcoming school year and intends to maintain regular contact with the kids through blog updates, tweets, Facebook postings and via Skype Internet video calls.

Mason, who also will donate school supplies along with sponsoring companies Staples and Sony, is from nearby Silver Spring, Maryland, and previously played for the Wizards and Univ. of Virginia. "We're trying to use the latest tools and technology out there to be in contact throughout the year and help instill the positive values we're stressing," Mason said. "If this goes well, I'd like to do something like this in San Antonio, too."