

Hey, this is a business. So call, email, IM EVERYONE you know and ask them to turn on the TV to ABC and watch game. Lets make the blogosphere part of NBA 2.0. Lets make the NBA 2.0 part of the blogosphere.

And if your friends arent basketball fans, get them fired up why they should be. If they arent sure which team to root for.

Look for the team that holds their hands over their hearts during the National Anthem.

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