



NEWS RELEASE

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White Memorial Medical Center Joins Los Angeles Sparks Family of Corporate Partners

One of Region's Leading Not-for-Profit Hospitals to Sponsor Team Mascot, Theme Nights

LOS ANGELES – The Los Angeles Sparks are proud to welcome [White Memorial Medical Center](#) as their newest corporate partner, it was announced Thursday.

As part of a wide-ranging allegiance, this leading, faith-based, not-for-profit teaching hospital – based in East Los Angeles – becomes the official presenting sponsor of Sparks mascot Sparky beginning with the Sunday, July 17 home game vs. Washington. One of the WNBA's most popular mascots, Sparky will wear a new White Memorial-branded uniform and be featured on co-branded trading cards. In addition his community appearances as a Sparks ambassador, he will visit with young patients on White Memorial's campus regularly. This marks the first time in Sparky's five seasons that he has been "adopted" by a team business partner.

"This is a strategic opportunity for us to reach out to and inform a key audience about the services and quality care available at White Memorial," said Roland Fargo, vice president of Business Development. "Sparks fans are an active and energized group that we look forward to working with."

In addition, White Memorial Medical Center will be a featured sponsor of the Sparks Breast Health Awareness Night at STAPLES Center on Tuesday, August 9. That night, as the Sparks and Tulsa Shock play with special-edition pink basketballs and uniforms, White Memorial and other partners will educate women about breast cancer. The hospital is home to both the Los Angeles Advanced Imaging center – featuring some of the most technologically advanced diagnostic equipment available in Los Angeles – as well as the Cecilia Gonzalez De La Hoya Cancer Center, which provides free mammograms and cancer support services to women throughout Southern California. In addition, the hospital also delivers more than 4,000 babies annually.

On Friday, September 9, White Memorial Medical Center will be the presenting sponsor of the Sparks first-ever Latino Heritage Night as Los Angeles hosts Tulsa at STAPLES Center. Details of this exciting theme night will be announced shortly.

"With White Memorial and the Sparks sharing a commitment to community involvement, especially in health and wellness, it makes for a great partnership," said Sparks President Mike Levy. "The partnership also includes an alliance with one of our other partners, Kerlan-Jobe Orthopedic Clinic, who will be opening a facility at White Memorial which means world-class care for our players and our fans right in the Sparks backyard."

Tickets for the Sparks July 17 game vs. Washington and all remaining home games are available online at LASparks.com, by phone at 877-44-SPARKS (772757), at the STAPLES Center box office and at all Ticketmaster outlets. Season tickets, as well as flexible mini-plan options, are also available.

About the Los Angeles Sparks

The Los Angeles Sparks, an original Women's National Basketball Association team, enter their 15th season in 2011. The Sparks are one of six WNBA franchises that fall under the league's independent ownership model. Winner of back-to-back WNBA championships in 2001 and 2002, Los Angeles' roster of star athletes includes 2008 WNBA MVP and Rookie of the Year Candace Parker, four-time WNBA champion and all-time leading scorer Tina Thompson, and two-time WNBA champion DeLisha Milton-Jones. The Sparks play their home games at STAPLES Center in the heart of downtown Los Angeles. For ticket information, call 877-44-SPARKS (772757) or visit LASparks.com.

About White Memorial Medical Center

[White Memorial Medical Center \(WMMC\)](http://WhiteMemorialMedicalCenter.com) is 353-bed a not-for-profit, faith-based, teaching hospital, which provides a full range of inpatient, outpatient, emergency and diagnostic services to communities in and around downtown Los Angeles. Keeping its communities healthy has been the mission of White Memorial Medical Center ever since the hospital was founded by the Seventh-day Adventist Church in 1913. Today, White Memorial is one of Los Angeles' leading not-for-profit hospitals. Services include behavioral medicine, cardiac and vascular care, intensive and general medical care, oncology, orthopedic care, rehabilitation, specialized and general surgery, and women's and children's services. As a major teaching hospital, White Memorial also plays an important role in training future physicians, nurses and other medical professionals. We are an employer of choice for the communities we serve with specialized expertise in health care issues facing Hispanic residents of the Los Angeles community.