



# NEWS RELEASE

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## Sparks Host Breast Health Awareness Night on Tuesday, August 9 at STAPLES Center

*White Memorial Medical Center, Revlon EIF and Deuce Brand Join Sparks To Support Cause*

**LOS ANGELES** – The Los Angeles Sparks will host their annual Breast Health Awareness Night on Tuesday, Aug. 9 at STAPLES Center when they face the Tulsa Shock at 7:30 p.m.

As the Sparks take on their Western Conference rivals while wearing commemorative pink jerseys, a number of corporate partners will join the team to support this important cause.

“The Sparks have been long committed to supporting Breast Health Awareness and organizations who work tirelessly towards finding a cure for this disease and to support those who are affected,” Team President Mike Levy said. “Our players and entire organization appreciate the continued support of this cause from our fans and sponsors.”

Featured sponsor [White Memorial Medical Center](#) will activate a presence on the STAPLES Center concourse, presenting fans with breast health advice and offering sign-ups for free mammogram screenings at the hospital. White Memorial 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.

The Sparks and [EIF Revlon Run/Walk](#) will honor the top fundraisers from this year’s event at halftime, while the non-profit organization will be auctioning off several one-of-a-kind items including a pink Breast Health Awareness basketball signed by the entire Sparks team and an authentic Candace Parker-signed pink Breast Health Awareness Sparks jersey. Proceeds from the auction will benefit EIF Revlon Run/Walk in support of women’s cancer research, counseling, and outreach programs. Several of EIF Revlon Run/Walk’s beneficiaries will also be on the STAPLES Center main concourse distributing educational material to all in attendance.

In May, the Sparks joined over 40,000 Southern Californians for the 18<sup>th</sup>-annual EIF Revlon Run/Walk for Women in Exposition Park. Players DeLisha Milton-Jones, Ebony Hoffman and Noelle Quinn participated in the closing ceremonies at the Los Angeles Memorial Coliseum by presenting top finishers with commemorative leis.

New Sparks partner Deuce Brand has designed special Breast Health Awareness watches, which will be distributed free to the first 1,000 fans to enter STAPLES Center for the game ([click here](#) to see watch). These custom watches will also be available for purchase beginning today at [Deucebrand.com](#), with proceeds benefitting Susan G. Komen for the Cure. Fans can receive 22% off the purchase price by using promo code “ladyballer”.

Tickets for the Aug. 9 Breast Health Awareness Night game – as well as all remaining Sparks home contests – 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 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 include 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](#).