



# NEWS RELEASE

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## **SPARKS SINGLE GAME TICKETS GO ON SALE APRIL 8**

*Sparks 2010 Season Highlighted by the Sparks Sunset Showdown,  
Retirement of Lisa Leslie's Jersey and the First-Ever Candace Parker Bobblehead Giveaway,  
Courtesy of Farmers Insurance and adidas*

**LOS ANGELES** – The Los Angeles Sparks 2010 regular season single game tickets will go on sale this Thursday, April 8 at 10:00am PST.

The 14th season for the Sparks will feature an outdoor game, dubbed the Sparks Sunset Showdown at The Home Depot Center Tennis Stadium on June 5, a Downtown Dribble benefiting Jenesse Center and Candace Parker Bobblehead giveaway, courtesy of Farmers Insurance and adidas, on July 3, and the retirement ceremony for the legendary Lisa Leslie on Breast Health Awareness Night on August 10.

The season also includes three national television broadcasts on ESPN2, six locally televised games on PRIME TICKET and Fox Sports West, and games broadcast via the Internet on WNBA Live Access.

The Sparks have once again teamed up with marquee partner Farmers Insurance to provide added value for fans on Opening Weekend and throughout the season. Foam fingers will be given out to the first 10,000 fans on Opening Night as the Sparks face the Washington Mystics on Friday, May 28 at 7:30pm. The first 10,000 Sparks fans will receive schedule magnets on Sunday, May 30 as the Sparks take on the Atlanta Dream at 5pm. Fans can take advantage of the Opening Weekend Package, which includes tickets to the first two games at a discount, and if the Sparks win both games, individuals who purchased the package will receive a ticket to the June 8 game against the defending champion Mercury, courtesy of Farmers Insurance. Game attendees will also have a chance to win \$100 gift cards at each game if they show their Sparks spirit and bring their Sparks foam fingers to games.

Fans will also be treated to various other events, such as Dads and Daughters Day on May 30, where dads can play on the court at STAPLES Center with their daughters pregame. The Sparks will continue their commitment to the environment with their Go Green Game on June 8, presented by Waste Management. The Sparks will also celebrate Inspiring Women at a special luncheon and awards ceremony on August 6. Kids will have a chance to take a shot on the court after every Sunday game and help out with game day duties during Kids Day on August 8. Finally, the regular season will conclude with the Sparks' annual Fan Appreciation Night on August 20.

With tickets starting at \$10, ticket prices and packages that fit every budget are available. In addition to single-game tickets, offerings include Season Ticket Packages as well as partial plans like the Weekend Warrior Package (weekend games) or a "Pick N' Roll" Plan (choice of six games). Sparks Family Fun Packs start as low as \$49, and include four tickets, four hot dogs, and four sodas for particular games. To purchase, visit [www.LASparks.com](http://www.LASparks.com) or call 1-877-44-SPARKS.

Fans that purchase single game tickets early will also receive additional savings. Beginning at 10:00 a.m. PST, the "72-Hour Fast Break Frenzy" will provide the opportunity to score tickets at a discounted price:

20% off on Thursday, 15% off on Friday, and 10% off on Saturday. Tickets can be purchased online at [www.LASparks.com](http://www.LASparks.com) or [www.ticketmaster.com](http://www.ticketmaster.com) or by calling 1-877-WNBA-TIX.

### 2010 Sparks Highlights & Broadcast Schedule

Date	Opponent	Broadcast	Theme	Giveaway
May 28, 2010	Washington Mystics	PRIME TICKET	Opening Night	Sparks Foam Finger <i>courtesy of Farmers Insurance</i>
May 30, 2010	Atlanta Dream		Dads & Daughters Day/ Farmers Insurance Appreciation Night	2010 Schedule Magnet <i>courtesy of Farmers Insurance</i>
June 5, 2010	Seattle Storm	FOX SPORTS WEST	Sparks Sunset Showdown / Outdoor Game	
June 8, 2010	Phoenix Mercury	PRIME TICKET	Go Green Night presented by Waste Management	Biodegradable Shoelaces <i>courtesy of Waste Management</i>
June 13, 2010	Minnesota Lynx		Health & Wellness Night	
June 18, 2010	Connecticut		Juneteenth Celebration and African-American Heritage Night	
June 29, 2010	New York Liberty	PRIME TICKET	'Pay It Forward' Night presented by Trader Joe's	
July 1, 2010	San Antonio		Latin Heritage Night	
July 3, 2010	Seattle Storm	ESPN2	Sparks Downtown Dribble Day	Candace Parker Bobblehead <i>courtesy Farmers Insurance and adidas</i>
July 6, 2010	Phoenix Mercury	ESPN2	Girls Basketball Night	
July 20, 2010	Tulsa Shock		Camp Day	
August 4, 2010	Chicago Sky		City of Pasadena Night	
August 6, 2010	Tulsa Shock		Inspiring Women Luncheon & Night	
August 8, 2010	San Antonio Silver Stars	PRIME TICKET	Kids Day & Sparky's Birthday	
August 10, 2010	Indiana Fever	ESPN2	Lisa Leslie Jersey Retirement Ceremony & Breast Health Awareness	Lisa Leslie Commemorative Gift
August 17, 2010	Phoenix Mercury	PRIME TICKET	Girls Night Out presented by LA Trade Tech	
August 20, 2010	Minnesota Lynx		Fan Appreciation Night	

#### About the Los Angeles Sparks

The Los Angeles Sparks are entering their 14th season in the Women's National Basketball Association. The Sparks are one of the five

original teams still operating in the WNBA. In December 2006, the Sparks were purchased by a group of investors, led by Carla Christofferson and Kathy Goodman and they are one of seven WNBA teams owned and operated independent of NBA teams. The Sparks won back-to-back WNBA Championships in 2001 & 2002. The team's roster of star athletes includes 2008 WNBA MVP & Rookie of the Year Candace Parker, All-Star DeLisha Milton-Jones, four-time WNBA Champion Tina Thompson and 2005 WNBA Champion Ticha Penicheiro. The Sparks play their home games at STAPLES Center in the heart of downtown Los Angeles. For Sparks ticket information, call 1-877-44-SPARKS.