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## **LOS ANGELES SPARKS SET TO TIP-OFF 2010 HOME OPENER AT STAPLES CENTER TOMORROW**

*Opening Weekend Presented by Farmers Insurance as Sparks Take on Mystics & Dream*

**LOS ANGELES** – The Los Angeles Sparks will tip-off their 2010 home opener this Friday, May 28<sup>th</sup> against the Washington Mystics at 7:30pm at STAPLES Center. Opening Weekend includes Opening Night presented by Farmers Insurance and the LA County Tobacco Control and Prevention Program, (TCPP) and *Dads & Daughters / Farmers Insurance Appreciation Night* on Sunday, May 30<sup>th</sup> against the Atlanta Dream at 5:00pm.

On Opening Night, Farmers Insurance will give the first 10,000 fans that enter the building a Sparks #1 Foam Finger. In addition, each person that receives a Foam Finger can sign-up to win a \$100 gift card on Opening Night, as well as every Sparks home game when they bring their Foam Finger to the game. Opening Weekend festivities will continue on Sunday, May 30<sup>th</sup> on *Dads & Daughters / Farmers Appreciation Night* when the Sparks face the Atlanta Dream. The first 10,000 fans will receive a Sparks Schedule Magnet, also courtesy of Farmers Insurance.

"Our groundbreaking partnership made headlines throughout the sports community last year and gave Farmers great publicity and branding," said Faye McClure, Farmers Insurance VP of Strategic Marketing. "As we begin the new season, we are thrilled to have our home-town WNBA team once again wear our logo on their jersey. To kick the season off right we are providing tickets and \$10 food vouchers to over 300 area Middle and High School Girls basketball players. In addition, we will be providing purple foam fingers and schedule magnets all weekend long to season ticket holders. On behalf of all the area agents and district managers we want to wish the Sparks a terrific 2010 season."

The first 5,000 fans in the arena on Opening Night will receive Sparks t-shirts, courtesy of TCPP, to promote their smoking cessation campaign, *No Excuses*. TCPP strives to reduce tobacco-related death, disease and disability in Los Angeles County and the partnership with the Sparks enhances the Sparks "Get Outside & Play LA" campaign – an initiative focused on physical activity and healthy living – launched earlier this year.

"Our partnership with the Sparks makes sense," said Linda Aragon, Director, TCPP. "The mission of our campaign is to help Los Angelenos quit smoking and lead healthier lives. In particular, having Coach Gillom, a role model and the leader of the Sparks, lead our *No Excuses* campaign is a fantastic way to spread the message to a wider audience and have a positive impact on more lives."

The Heart Gallery of Los Angeles will also be in attendance on Opening Night to tip-off their partnership with the LA Sparks, encouraging Spark's fans to *Share Their Heart, Share Their Home* and consider adopting, fostering, or hosting children.

The Sparks annual Dads and Daughters event on Sunday provides a unique opportunity for dads and their daughters to play on the STAPLES Center floor pregame, enjoy some quality play time at ESPN

Zone at LA Live, and then to enjoy the game together. For more information, visit [www.LASparks.com/dads](http://www.LASparks.com/dads).

To learn more about any of these initiatives, or to purchase tickets for Opening Weekend, call 877-44-SPARKS or visit [www.LASparks.com](http://www.LASparks.com).