



NEWS RELEASE

WWW.LASPARKS.COM

FOR IMMEDIATE RELEASE - August 2, 2010

Do not reply to this e-mail

Contact: Alayne Ingram, AIngram@la-sparks.com, 213-929-1313

**LOS ANGELES SPARKS TO HOST 2ND ANNUAL CITY OF PASADENA NIGHT
PRESENTED BY IDEAL YOUTH, INC. ON WEDNESDAY, AUGUST 4TH**
Sparks Promote Water Conservation Awareness As They Take On Chicago Sky

LOS ANGELES – The Los Angeles Sparks will host their 2nd Annual "City of Pasadena Night" Wednesday, August 4th, when they take on the Chicago Sky at 7:30pm at STAPLES Center.

The Sparks have partnered with Ideal Youth, Inc. to present "City of Pasadena Night" to promote Pasadena's commitment to the community and highlight local youth programs and campaigns. The night will also spotlight the 2010 Water Conservation Awareness campaign of Pasadena Water and Power (PWP).

"The youth have been impacted by the cutbacks in their school and after-school programs," said Ishmael Trone, Pasadena CDC Commissioner. "I am thankful to the Sparks for providing the City of Pasadena the platform to showcase and support Pasadena's youth; this will be an unforgettable evening. It is also encouraging that the Sparks share in our commitment to educate the community of the importance water conservation."

During "City of Pasadena Night" Sparks fans will enjoy performances by Pasadena youth groups including the Sue B. Dance Company, Muir High School cheer squad and Drum Line, the Jr. Sigma Betas, Neighbors Empowering Youth (NEY), Program Robotics Club and youth basketball programs. The festivities will continue with on-court recognition of Ideal Youth's 2010 internship program graduates by Pasadena Mayor Bill Bogaard and Pasadena Unified School District Superintendent Edwin Diaz.

"I am so proud to represent Pasadena for this very special Sparks event," said Phyllis E. Currie, General Manager of PWP. "This is a truly exciting occasion that will bring attention to two very important issues in Pasadena, water conservation and the professional development of young adults. I'm really hoping that Pasadena will turn out to show their support for two great causes – and of course cheer on our Sparks team too!"

A VIP Reception hosted by Pasadena Councilmember Chris Holden will take place in the Chairman's Room welcoming Pasadena's new Police Chief Phillip Sanchez. PWP General Manager Phyllis Currie and Assembly Member Anthony Portantino will serve as honorary coaches for the Sparks game.

"We are thrilled to be able to continue our relationship with Pasadena for a second year and to support the youth of Pasadena and highlight their accomplishments," said Sparks Co-owner Kathy Goodman. "Empowering and educating the youth of Southern California is central to the Sparks commitment to the community and working with the city of Pasadena to accomplish this is something that I hope we continue to do for years to come."

Pasadena residents can reserve special floor tickets for only \$17.50. For more information, visit www.LASparks.com or contact Greg Mundweill at 213-929-1318.

The Sparks 2010 "City of Pasadena Night" is presented in partnership with:

Pasadena Water & Power
Pasadena Tournament of Roses
Ambassador Program
Cavs Youth Basketball Program
Chris Austin
Eleanor Fields
F&M Business Center
First Student
Ideal Youth, Inc.
Jackie Robinson Center
KA Consultants
Michelle Richardson Bailey
New York Life Co "Eszylyfie Taylor"
NEY Program
Pasadena Enterprise Zone
Pasadena Human Service & Recreation Dept.
Pasadena Journal
Pasadena Star News
Pasadena Tournament of Roses
Pasadena Unified School District
Pasadena Yes Sports
Robin's Ribs
'Talk About Parenting' with Shirlee Smith
Unyque Financial
Wells Fargo Colorado Branch

About Ideal Youth Inc.

Ideal Youth Incorporated, a non-profit 501 (c) (3) organization inspires young people to succeed in a global economy through entrepreneurial opportunities and internships with industry partners who provide exposure to industries engaged in the 21st century green and traditional workforce skill training. For the past two-years the Los Angeles Sparks have supported the program by providing positions in graphics, marketing and public relations among others to Ideal Youth Inc. students. For more information visit, www.ideal youth.org.

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 six 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.