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SPARKS TEAM UP WITH CHAMPION PARTNER TRADER JOE'S TO HOST "PAY IT FORWARD NIGHT" ON JUNE 29

Fans Encouraged To Bring Canned Food Items To Support the National Veterans Foundation

LOS ANGELES – The Los Angeles Sparks will team up with their Champion Partner Trader Joe's to host Pay It Forward Night when the team takes on the New York Liberty on Tuesday, June 29th at 7:30pm. The game will also be broadcast live on PRIME TICKET.

Pay it Forward Night, presented by Trader Joe's, will include Trader Joe's t-shirt tosses, the Trader Joe's Neighborhood Basketball Skills Challenge, an on-court contest where one lucky contestant will have the chance to win up to \$500 worth of Trader Joe's gift cards, and more. The night will also give everyone in attendance the opportunity to receive two free tickets, courtesy of Trader Joe's, to the Sparks game on July 6th against the Phoenix Mercury just by bringing canned food items to the game. All of the canned food items donated will benefit the National Veterans Foundation Feed Families in Need program.

The program distributes shelf-stable, nutritious food to homeless men and women in Los Angeles areas with high populations of people living on the streets, in places like downtown L.A.'s Skid Row, the Strand in Santa Monica, and areas of West Hollywood and Long Beach. Distributions are made twice a week and serve an average of 1,000 men and women per week.

The Sparks partnership with Trader Joe's is also highlighted by the team's annual visit to the Long Beach Trader Joe's to act as Honorary Crew Members in the store. The team visited the store on Tuesday, June 22nd and each took turns bagging groceries, working the tasting station, taking photos and signing autographs.

Trader Joe's commitment to the community doesn't stop with Pay It Forward Night. It also includes a \$75 donation, (to the National Veterans Foundation Feed Families in Need), for each three-pointer the Sparks make at home games during the regular season.

For more information about Sparks tickets please visit www.LASparks.com or call 877-44-SPARKS. To find out more about Trader Joe's please visit www.TraderJoes.com.

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 three 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.