



Champions on the Court & in the Community

Los Angeles Lakers

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# CHAMPIONS

ON THE COURT & IN THE COMMUNITY

## LAKERS YOUTH FOUNDATION MISSION

To support local non-profit and youth organizations that are dedicated to improving the quality of life in our community. We are committed to utilizing our resources to provide educational, athletic and recreational opportunities to Los Angeles youth.

In the last fiscal quarter, the Lakers Youth Foundation donated \$72,500 to the following non-profits:

Boys & Girls Club of Venice, Brotherhood Crusade, Challengers Boys & Girls Club, El Segundo Educational Foundation, New Village Charter School, No Limits, Pediatric Therapy Network, Team Heal, and Youth Speak Collective.

## LAKERS COMMUNITY PROGRAMS



Sponsored by Staples, the Student and Educator of the Month Program allows schools in the Los Angeles area to nominate outstanding students, teachers and principals for a chance to be invited to and recognized at a Lakers home game. Nomination forms are available at [www.lakers.com](http://www.lakers.com).

The Lakers invite all 6th, 7th and 8th graders in LA County to participate in the 5th Annual "Freedom Through My Eyes" Art/ Essay Contest. The contest challenges students to express their thoughts about freedom and liberty through writing and artwork. Winners will be invited on a 4 day/3 night Lakers-sponsored sightseeing trip to Washington DC. The contest runs from October 15th to December 20th. Please see [www.lakers.com](http://www.lakers.com) for complete contest rules and applications.



Educators: Enroll your 3rd-8th grade classrooms in the Lakers Fit For Life Trivia Challenge. All participating schools will compete in a health and nutrition trivia contest for a chance to win an invitation to the 2nd Annual Lakers Health Fair or a Lakers Fit For Life Timeout. At both events, Lakers players and Laker Girls speak with students about their personal path to fitness and participate in fun exercise with the students. Enrollment begins October 6th at [www.lakers.com](http://www.lakers.com).

Save the Date: November 21st is Chick Hearn Night! To celebrate the legacy of the Lakers Hall of Fame broadcaster, all fans are asked to bring a new children's book to STAPLES Center on Chick Hearn Night. Books will be donated to a local literacy organization in Chick's memory and every Lakers fan to donate a book will receive an official 2010-2011 Lakers pin.



## LAKERS UNVEIL THE 15TH LAKERS READING AND LEARNING CENTER

With their 31st trip to the NBA Finals, the Los Angeles Lakers earned more than just a chance at a 16th NBA Championship, they also earned a special make-over for the Salvation Army Los Angeles Red Shield Youth and Community Center in downtown Los Angeles. The Red Shield, as it is known, is the site of the 15th Lakers Reading and Learning Center. NBA Cares, State Farm Insurance, Hewlett Packard and the Lakers Youth Foundation all combined resources to turn the youth library and computer lab of the Red Shield into a Lakers oasis. Like the other 14 Lakers Reading & Learning Centers located throughout Los Angeles and Hawaii, the Red Shield space received major renovations, including: new paint, Lakers wall graphics, framed pictures, 12 new computers, furniture, and books. The updated space will provide the youth members of the Red Shield with a safe place to do homework and explore other educational interests.

The Lakers and the NBA brought out their best and brightest to dedicate the Red Shield's Lakers Reading and Learning Center. Among the attendees were NBA Commissioner David Stern, Lakers Executive VP Jeanie Buss, Lakers General Manager Mitch Kupchak, Lakers Legends James Worthy, AC Green, Jamaal Wilkes, and Norm Nixon, Lakers players Derek Fisher, Sasha Vujacic, Shannon Brown, and Josh Powell, and the Laker Girls.

The dedication ceremony was highlighted by a speech from Derek Fisher to the 125 Red Shield youth in attendance. Fisher implored the youth to enjoy the new Lakers Reading and Learning Center and to view the gift as evidence that the adults in their lives support their

pursuits. He further encouraged the youth to set goals and never allow others to limit their dreams.

Following the speeches, the NBA representatives and Lakers visited the newly renovated youth library and computer lab, filled with Lakers colors and new amenities. After a ribbon-cutting ceremony, the visitors explored the new space with the children. Derek Fisher read *The Very Hungry Caterpillar* to a group of children, while Sasha Vujacic, Josh Powell, and AC Green played board games with other children at the new activity tables. In the youth computer lab, Jeanie Buss, James Worthy, Shannon Brown, and the Laker Girls helped children play educational computer games.

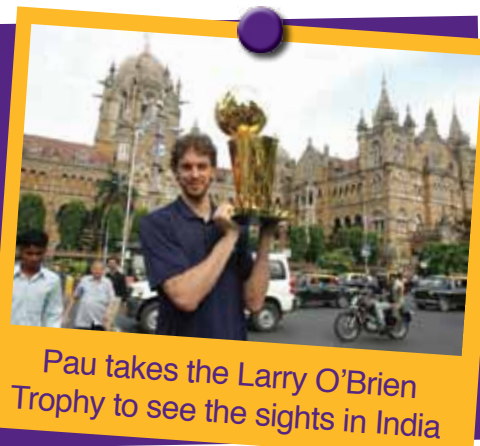
The Lakers and the NBA hope that the children of the Salvation Army Los Angeles Red Shield Youth and Community Center enjoy their new Lakers Reading and Learning Center for many years to come. The Lakers want to give special thanks to Red Shield director, Irene Lewis for her dedication to the youth of her club, and for her hospitality and assistance during the event.



# LAKERS SUMMER ADVENTURES



The Fast Breakin' Lakers visit Painted Turtle, a summer camp for seriously ill children



Pau takes the Larry O'Brien Trophy to see the sights in India



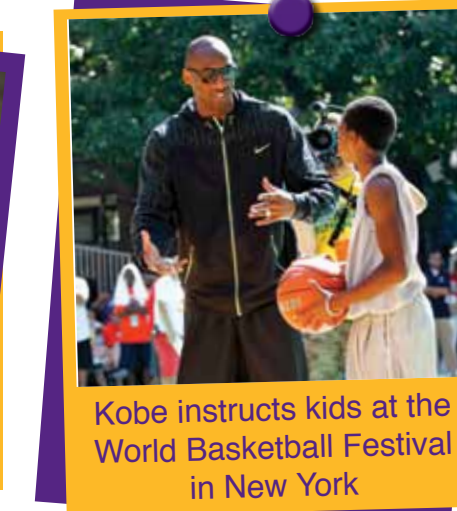
Lamar meets with soldiers before a USA Basketball exhibition game in Las Vegas



Pau explores his interest in medicine by observing surgery at Children's Hospital of LA



Jeanie Buss addresses the group at the Red Shield Lakers Reading and Learning Center



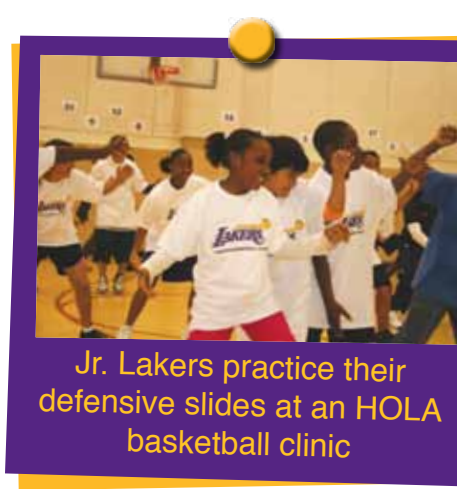
Kobe instructs kids at the World Basketball Festival in New York



Shannon and a student try out the new computers at the Red Shield Lakers Reading and Learning Center



Ron speaks with students at Eastmont Intermediate School about mental health



Jr. Lakers practice their defensive slides at an HOLA basketball clinic



## JR. LAKERS BASKETBALL CLINICS AT HOLA

All Los Angeles kids dream of one day becoming a Lakers basketball player. While only a few will ever wear the purple and gold jersey, the Lakers Youth Foundation, Anthem Blue Cross Foundation, and Heart of Los Angeles (HOLA) are helping many kids feel like real Lakers with their monthly basketball clinics.

These clinics are part of the Lakers Youth Foundation's Jr. Lakers program, which encourages the teaching of teamwork and sportsmanship, and the development of fundamental basketball skills. At each clinic, approximately 100 Jr. Lakers are given personal instruction by former Crossroads High School coach, Daryl Roper and his team of energetic coaches. Each clinic lasts about one hour and features basketball conditioning drills, instruction on basketball fundamentals like dribbling and defensive stance, and finish with fun contests in which the Jr. Lakers can earn Lakers prizes.

## WHO ARE THOSE KIDS?

You may have seen them before, in their Lakers gear, eyes filled with amazement as they parade single-file to center court before every Lakers home game. They are the Lakers Honorary High-5 Kids and Canon Camera Kids! Each of the lucky kids is randomly selected by Lakers representatives before the game from among the thousands of Lakers fans on the Main Concourse of STAPLES Center. High-5 Kids get a chance to high five Lakers players as they come running onto the court for pregame warm-ups, while the Canon Camera Kids are lent Canon PowerShot A-1000 cameras to take action shots of the team. So kids wear your Lakers gear to the next Lakers home game, and maybe you will be selected as an Honorary High-5 Kid or Canon Camera Kid.

## LAKERS FANS SHOW THEIR GENEROSITY AT THE 2009-2010 IN-ARENA AUCTION

The Los Angeles Lakers have the best fans in the NBA and in 2009-2010 season, those fans proved that they may also be the most generous! During this past season, Lakers fans showed their dedication and their generosity by donating almost \$200,000 to the Lakers Youth Foundation, through the Lakers In-Arena Auction.

The Lakers In-Arena Auction is held on the main concourse of STAPLES Center during every Lakers regular season game and playoff game, and is a chance for Lakers fans to bid on Lakers memorabilia. At each game, three new items are available for auction and the winning bids serve as donations to the Lakers Youth Foundation. Some of last season's most desired items included: team autographed basketballs, framed autographed photos, game-worn NBA Finals jerseys, an opportunity to be an Honorary Ball Kid at a Lakers game, and even a postgame meeting with Pau Gasol.

Over the past 14 seasons, the Lakers In-Arena Auction has raised \$1.47 million for the Lakers Youth Foundation. This money is used to support the Lakers Youth Foundation's many programs, such as: the Read To Achieve Reading Challenge, "A Season of Giving" holiday events, "Freedom Through My Eyes" art/essay contest, Jr. Lakers youth basketball initiative and installation of Lakers Reading and Learning Centers. Proceeds from the Lakers In-Arena Auction also allow the Lakers Youth Foundation to make quarterly cash grants and donate over 4,000 tickets per season, to local non-profit organizations.

All Lakers fans are encouraged to visit the In-Arena Auction during the 2010-2011 season and help the Lakers and the Lakers Youth Foundation continue their winning ways!

Thank you to our 2010-11 Lakers Community Partners

