



Champions on the Court & in the Community

Los Angeles Lakers

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WINTER 2010



CHAMPIONS

ON THE COURT & IN THE COMMUNITY

A Season of Giving



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.

2010 CHICK HEARN NIGHT



On Sunday, November 21st, the Lakers honored the memory of their Hall of Fame broadcaster Chick Hearn with the annual Chick Hearn Night at STAPLES Center. Chick Hearn Night has been celebrated at the Lakers home game closest to Chick's birthday every season since his passing in 2002. As in past seasons, the Lakers highlighted education on Chick Hearn Night by awarding the Chick Hearn Memorial Scholarship and holding a book drive.

The winners of the 2011 Chick Hearn Memorial Scholarship are Claire Atkins and Alex Wilk, both seniors and broadcast journalism majors at USC Annenberg's School of Journalism. Each winner received a \$5,000 scholarship and the opportunity to intern at Fox Sports Net. Chick's widow, Marge Hearn, his great granddaughter, Kayla Hearn and Geneva Overholser, director of USC Annenberg's School of Journalism, made the official presentation to the students during a halftime ceremony.

There have now been 13 Chick Hearn Memorial Scholarship winners from USC Annenberg. This season, those past winners were invited to a special reunion at STAPLES Center, where they took a group photo with the new Chick Hearn Statue in Star Plaza and attended a pregame reception in the Chairman's Room.

Lakers fans showed their support for the Lakers Read To Achieve initiative by donating over 1,500 books in memory of Chick Hearn! The 1,500 books were collected by volunteers at Star Plaza of STAPLES Center before the game. Each fan who donated a new children's book received an official 2010-2011 Lakers pin and will be remembered for their generosity on special Chick Hearn donor-recognition stickers that were affixed to the inside cover of each donated book. The books were donated to *Everybody Wins!* Los Angeles, an organization which aims to increase children's prospects for success in school and in life through one-to-one reading experiences with caring adults or older students.



The Lakers "A Season of Giving", presented by East West Bank, is a comprehensive series of community outreach events that allow the Lakers and their fans to share in the joy of the holiday season. The first event in this year's "A Season of Giving" was a Thanksgiving Celebration for active duty Marines and Navy personnel at Lucille's Smokehouse Bar-B-Que in Torrance. Lakers players Luke Walton, Steve Blake and Devin Ebanks were joined by Lakers Legends Kareem Abdul-Jabbar and AC Green and the Laker Girls to serve food. With each delivery of generously portioned plates of turkey, stuffing, mashed potatoes, green bean casserole, and sweet potato pie, the Lakers and Laker Girls took a moment to stop and chat with their guests. After everyone had eaten their fill, the Lakers and Laker Girls circulated throughout the room to sign autographs, pose for pictures, and visit with the Marines and Navy personnel. Food and good cheer were not the only things the Lakers brought to the Thanksgiving Celebration. Each guest was also entered into a raffle for Lakers prizes, including the grand prize: a basketball autographed by the 2009-2010 NBA Championship team. No guest left empty handed; each guest received a Lakers goodie bag and cozy East West Bank blanket to enjoy on their ride home!

At the next event in the Lakers "A Season of Giving", the Lakers opened up their home, the practice facility in El Segundo, to local kids during the Lakers Holiday Party for Kids. This year's party featured a holiday reception hosted by the Laker Girls and was followed by a basketball clinic with the Lakers players. Guests from the



Roy W. Roberts II/ Watts-Willowbrook Boys and Girls Club, the Boys and Girls Club of Carson and the South Bay Community Center were first invited to a holiday reception at the nearby Hilton Garden Inn, where they were met by the Los Angeles Laker Girls, received their special Lakers "A Season of Giving" t-shirts and challenged each other with fun and interactive skills games such as relay races, memory games, and cone tipping games. Later at the Lakers practice facility, the kids were greeted by the Lakers team and each kid had a chance to pose for a team photo with the 2010-2011 Lakers. Once the photos were taken, it was time to get active! The Lakers players set up three separate stations and worked with the kids on their basketball skills. Once everyone had a chance to visit each station, the kids lined up to receive their holiday gifts. This year's gifts included a copy of their photo with the Lakers team, Lakers hats, basketballs, foam fingers, rally towels, and East West Bank blankets. There was a special addition to the list of gifts at the 2010 Lakers Holiday Party for Kids: \$250 in gift cards to local retailers and grocery stores so that each kid could share the generosity of the Lakers, Lakers Youth Foundation and East West Bank with their entire family.

The final part of "A Season of Giving" took place at the Lakers Christmas Day game, where the Lakers continued their tradition of hosting children from the It's Time For Kids organization at a catered pregame reception. The Lakers also invited kids from the Boys and Girls Club of Burbank and Greater East Valley to participate in an on-court gift exchange with the Lakers players and Heat players.

The Lakers thank East West Bank for their continued support of "A Season of Giving". The Lakers also thank Lucille's Smokehouse Bar-B-Que and Hilton Garden Inn of El Segundo for their hospitality during the "A Season of Giving" events.



LAKERS GIVE BACK DURING 2010 HOLIDAYS



Ron Artest fills food boxes with Lakers season seat holders at a Lakers Team Up event.



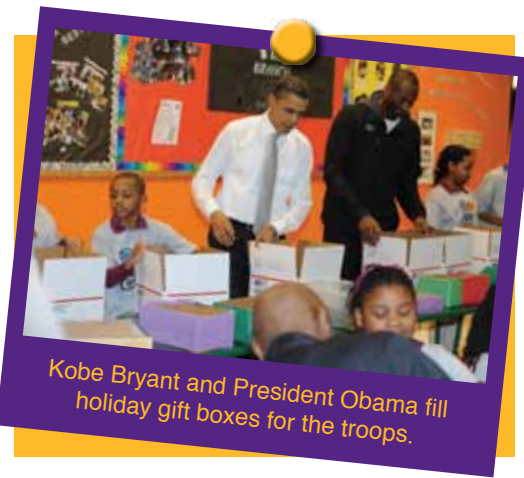
Pau Gasol writes a letter to the troops with a kid from the Boys & Girls Club of Greater Washington.



Luke Walton, Steve Blake, Kareem Abdul-Jabbar & AC Green address Marines & Navy personnel at the Lakers Thanksgiving Celebration.



Laker Girl Jessica preps a Jr. Laker before his Dress, Dribble and Get Fit! Contest.



Kobe Bryant and President Obama fill holiday gift boxes for the troops.



Past and current Chick Hearn Memorial Scholarship winners pose with Marge Hearn at the Chick Hearn statue in Star Plaza.



Pau Gasol exchanges gifts with kids from the Boys & Girls Club of Burbank and Greater East Valley.



Derek Fisher pumps up kids at the "Teaching Garden" event at Figueroa Street Elementary.



Lakers pose for a team photo with a young guest at the Lakers Holiday Party for kids.



LAKERS TEAM UP

The Lakers tipped-off the 2010 NBA Cares Week of Service this preseason with their Lakers Team Up projects, which are designed to encourage Los Angeles residents of all ages to volunteer in their community and engage in service.

In the first Team Up project, the Lakers partnered with the American Heart Association's "Teaching Garden" program to create a model garden for students at Figueroa Street Elementary School in South LA. Derek Fisher, Shannon Brown, Devin Ebanks, Derrick Caracter and the Laker Girls all participated in a school assembly designed to teach the Figueroa Street Elementary students the value of good eating habits and the importance of physical activity. Later, the players and Laker Girls planted vegetables in a "Teaching Garden", which was one of several such gardens that had been constructed and filled earlier in the day by the students of Figueroa Street

Elementary and Point Dume Elementary, located in Malibu. The "Teaching Garden" program is part of a larger American Heart Association "healthy behavior change revolution" designed to help Americans understand what it means to be healthy, and to take action. The program provides hands-on learning experience rooted in offering kids nutritional food choices.

In the second Team Up project, the Los Angeles Lakers filled food boxes at the Los Angeles Regional Foodbank. Ron Artest, Derrick Caracter, and the Laker Girls were joined by Lakers office staff and approximately 100 Lakers season seat holders to work the food box assembly line by taking large pallets of donated food and packaging it into smaller boxes. By the end of the afternoon, the Lakers volunteers had filled over 1,800 food boxes which were distributed to needy seniors throughout Los Angeles County.

During NBA Cares Week of service, NBA teams and players hosted a variety of hands-on service events in a continued effort to give back to children, families, and the community and to increase fan awareness about the importance of service.



PRESIDENTIAL VISIT

In December, while in Washington, D.C. to play the Washington Wizards, the 2010 NBA Champion Los Angeles Lakers took a moment to meet with President Obama. Though receiving congratulations from the Commander in Chief is a tradition for championship sports teams, there was nothing traditional about this year's meeting. This year the Lakers passed on a formal visit to the White House for the chance to give back to the community,

alongside President Obama, at the Boys & Girls Club of Greater Washington. The Lakers, President Obama and the children all helped out by writing letters and assembling holiday care packages for wounded military members and DC's homeless community. After the session with the kids, President Obama made his congratulatory remarks to the Lakers in the Boys & Girls Club's gymnasium.



NBA FIT



NBA/WNBA FIT is the league's comprehensive health and wellness program that encourages physical activity and healthy living for children and families. During NBA/WNBA FIT Live Healthy Week, which ran from January 4th through January 12th, all 30 teams and their players joined community members and partners to highlight the importance of living an active, healthy lifestyle through events, special on-court apparel, in-arena health screenings, and online programming. The Lakers had some fun while getting NBA FIT! At halftime of the January 4th game versus the Detroit Pistons, two Jr. Lakers were selected to participate in a "Dress, Dribble and Get Fit!" contest.

THANK YOU TO OUR 2010-11 LAKERS COMMUNITY PARTNERS

