



Champions on the Court & in the Community

Los Angeles Lakers

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SPRING 2011



CHAMPIONS

ON THE COURT & IN THE COMMUNITY

FIT FOR LIFE EVENTS

Fit For Life with the Los Angeles Lakers, presented by Anthem Blue Cross is an initiative aimed at educating the community about the importance of physical fitness and nutrition. The centerpiece of Fit For Life with the Los Angeles Lakers is a website that provides all Lakers fans with fitness tips from Lakers players, Laker Girls and Lakers training staff, as well as healthy cooking recipes and nutrition advice from celebrity chef Nikki Shaw. One of the highlights of Fit For Life with the Los Angeles Lakers is a pair of contests for Los Angeles County elementary schools and middle schools.



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.

LAKERS YOUTH FOUNDATION GRANTS

In the First Quarter of 2011, the Lakers Youth Foundation granted \$71,294.00 to the following nonprofit organizations: APEX, Building a Foundation for Success, Chime Institute, Compton Jr. Posse, Del Rey American Little League, Friends of Ivanhoe School, Lawndale Education Foundation, My Friend's Place, Nevada Children's Center, Peace First LA, Playworks, Santa Monica Boys & Girls Club, West Coast Sports Medicine Foundation, and the YMCA of West San Gabriel Valley

TRIVIA CHALLENGE AND THE 2ND ANNUAL FIT FOR LIFE HEALTH FAIR

To encourage local elementary school and middle school students to visit the Fit For Life site, the Lakers launched the Fit For Life Trivia Challenge. In the Fit For Life Trivia Challenge, students earned points for their school by correctly answering on-line trivia questions about health and wellness, based on content from the Fit For Life website. The Top 20 schools in the Fit For Life Trivia Challenge won an invitation for 15 students to attend the Lakers Fit For Life Health Fair on March 24th for an afternoon of nutrition lessons and fun exercise with the Laker Girls and Laker players.

Andrew Bynum, Luke Walton, Matt Barnes, Theo Ratliff, Derrick Caracter and assistant coach Brian Shaw all came out to the Fit For Life Health Fair to lead the students in exercise at the different stations of schoolyard games, including: trashcan basketball, tag, limbo, and basketball cone drills.

The students rotated from station to station, so each student had a chance to play each game and to compete with the Lakers players. Each student was given a souvenir Lakers water bottle, and left with memories of a fun afternoon and the tools to be fit for life.



ESSAY CONTEST AND THE 3RD ANNUAL FIT FOR LIFE TIMEOUT

To reward elementary schools and middle schools for their unique approach to teaching and fostering healthy lifestyles in their students, the Lakers conduct the Fit For Life Essay Contest. Staff from participating schools submit essays about their school's health and wellness programs and one winning school is selected to receive a Fit For Life Timeout, a visit from the Lakers. This year's winner was Larchmont Charter, where students and teachers stay fit through dance, physical education program, and tons of outdoor games. The teachers and staff at Larchmont find it is just as important to keep their students mentally fit as it is to keep them physically fit and track students' progress throughout the year.

In March, Devin Ebanks, Derrick Caracter, and Steve Blake, along with Laker Girls, stopped by Larchmont for a Fit For Life Timeout and shared their personal fitness tips and educated the students on the importance of staying active and healthy. Celebrity Chef Nikki Shaw also joined the players to teach the students about healthy eating and how to make smart nutritional choices. Afterwards, Devin, Derrick, Steve, and the Laker Girls joined the students in a variety of fun games and exercise, including dodgeball and capture the ring.



THE 21ST ANNUAL LAKERS CELEBRITY GOLF INVITATIONAL

The Los Angeles Lakers organization and their friends gathered at Riviera Country Club in Brentwood for the 21st Annual Lakers Celebrity Golf Invitational presented by LAcARgUY, a fun day of golf to support the Lakers Youth Foundation. Golfers arrived early to play the famed Riviera course alongside Lakers Legends Jerry West, James Worthy, Mitch Kupchak and celebrity guests. Later in the evening, the golfers were joined by other guests and every member of the Lakers team for a cocktail reception and dinner. The evening events were hosted by John Ireland and featured charity fundraising auctions, golfing prizes, and a Q&A session with the Lakers. In all, the 21st Annual Lakers Celebrity Golf Invitational raised over \$200,000 for the Lakers Youth Foundation, which focuses on the use of sports to promote education, teamwork and self-esteem among Los Angeles area youth.



LAKERS REACH OUT IN '11



Jerry West and guests at the 21st Annual Lakers Celebrity Golf Invitational.



Winners of the Freedom Through My Eyes contest recognized at halftime of a Lakers game.



James Worthy addresses guests at the Lakers School of Champions awards luncheon.



The Lakers and Lakers Youth Foundation helped fund and dedicate the new Lafayette Park Recreation Center.



Steve Blake and the Laker Girls celebrate Hewlett-Packard's technology donation with kids at the Boys and Girls Club of Burbank and the Greater East Valley.



Matt Barnes runs with kids at the Fit For Life Health Fair.



March 2011 winners of the Student and Educator of the Month contest.



Laker Girl Danielle stretches with kids at the Fit For Life Health Fair.



Children participate in the Junior Lakers basketball clinic at the Long Beach Boys and Girls Club.



"FREEDOM THROUGH MY EYES" ART/ESSAY CONTEST TAKES WINNERS TO WASHINGTON DC

This March, the Lakers and Lakers Youth Foundation continued their tradition as "champions on the court and in the community" by sponsoring a trip to Washington DC for winners of the fifth annual Lakers "Freedom Through My Eyes" Art/Essay Contest. The contest was open to all Los Angeles County middle school students, and challenged the students to explore their thoughts about freedom by writing an essay and creating an original piece of artwork. Congratulations to this year's winners: Natalie Geismar, Alexis Holman, Danielle Lindeman, Fatima Serrano and Annette Stawsky.

The trip's highlights included sightseeing at iconic national monuments like the White House, Washington Monument, Ford's Theatre and Arlington National Cemetery, as well as a staff-guided tour of the US Capitol Building and an evening bus tour of Washington DC's many monuments, including: the Jefferson Memorial, the Lincoln Memorial, the World War II Memorial, the Vietnam Veteran's Memorial Wall, and Korean War Memorial. The winners also had time to experience some of Washington DC's unique attractions like the Newseum and International Spy Museum.

The fifth annual "Freedom Through My Eyes" trip was a blast for all involved! The winners had a chance to see their nation's grand monuments, learn about the nation's history and view democracy in-action. Everyone brought back souvenirs, memories, and a greater perspective on all the challenges and sacrifices that are required to keep freedom alive.

LAKERS SCHOOL OF CHAMPIONS

The Lakers School of Champions program is a combined effort of the Lakers, Los Angeles Times in Education and Anthem Blue Cross Foundation, and encourages students to improve their language arts skills while learning about the importance of living a healthy lifestyle by using a Lakers-themed curriculum. Los Angeles County fourth through twelfth grade teachers can enroll their students in the Lakers School of Champions program, which includes daily delivery of the Los Angeles Times for each student. The Lakers School of Champions culminates with an art contest for elementary school students and an essay contest the middle school and high school students. First, second and third place winners from each grade level are invited to a special luncheon at the LA Times Building in downtown Los Angeles.

At this year's luncheon, representatives from the LA Times, Anthem Blue Cross Foundation and Lakers Legend, James Worthy addressed the winners and encouraged them to continue their drive for academic excellence. Each winner was called to the stage for recognition and to receive their cash prize, Lakers paraphernalia, special Lakers School of Champions t-shirt, and tickets to the Lakers v. Thunder game on April 10th. At the game, all winners and their guest were treated to a pregame dinner reception and first place winners were honored during an on-court ceremony at halftime.



Thank you to our 2010-11 Lakers Community Partners

