



FOR IMMEDIATE RELEASE

**LOS ANGELES LAKERS AND FOX SPORTS EN ESPAÑOL SPONSOR
5th ANNUAL BOWLING FUNDRAISER TO BENEFIT INNER CITY BASKETBALL LEAGUE
THROUGH HEART OF LOS ANGELES (HOLA)**

Los Angeles, CA (March 10, 2009) -- Fox Sports en Español and the Lakers Youth Foundation partnered with Heart of Los Angeles (HOLA) for the 5th Annual HOLA BOWLA Charity Bowling fundraiser this past Saturday. Over 150 people attended to partake in the bowling bonanza, with special celebrity appearances by Los Angeles Lakers players Trevor Ariza, Didier Ilunga-Mbenga and Shannon Brown. The talented players joined the Los Angeles Lakers Girls and Chivas USA soccer players Gerson Mayen and Lance Parker to support fundraising efforts benefiting the inner city youth league of the Central City Athletic Association (CCAA), co-founded by HOLA.

"Fox Sports en Español is proud to unite with HOLA and the Lakers Foundation to further support the initiatives of the CCAA, and provide our youth with the opportunity to engage in sports as a vehicle to empower their lives," stated Raul de Quesada, Assistant General Manager and Senior Vice President of Marketing, Communications, and Creative Services for Fox Sports en Español and Fox Soccer Channel.

The event raised over \$42,000, which will benefit the league to continue serving 2,300 young athletes by investing in team uniforms, equipment, facility fees and operating expenses. The evening of sports stardom was most enjoyed by the lucky grand prize winners, who took with them a myriad of celebrity memorabilia and gifts including; LA Lakers autographed hats, basketballs and t-shirts and Chivas USA package including 4 club seats to opening day and an exclusive behind-the-scenes pass to watch the team warm up. Thanks to the support of other organizations, additional prizes included a Fred Segal shopping spree, a VIP Dr. Phil memorabilia package plus show tickets and Chaya Brasserie and Chaya Venice dining certificates.

HOLA co-founded the Central City Athletic Association (CCAA) in 1991 with a mission of providing high quality athletic leagues to inner-city youth who were unable to play for their high school teams. The CCAA teaches the values of discipline, teamwork and sportsmanship.

HOLA's Executive Director, Tony Brown stated, "We celebrated the coaches and sponsors who give these young men and women athletes a much needed mentor and a transformative opportunity to get back on track. Of course none of this would be possible without our co-presenting sponsors, the Lakers

Youth Foundation and Fox Sports en Español. Together, they are lending major support towards giving every child a real chance for success!"

Event sponsors included the Lakers Youth Foundation, Fox Sports en Español, Dodger Dream Foundation, AEG, California United Bank, Carl's Jr. ®, Bingham McCutchen, LLP, City Paper Box Company, Joico, the Burnstine Family, Stephen Espinoza and San Marino Friends of HOLA. Product sponsors include Why Cook?, Cuvee, Cuties ® California Mandarins, Wonderful ® Pistachios, Fiji ® Water and POM ® Wonderful.

ABOUT HEART OF LOS ANGELES (HOLA)

Founded 20 years ago with just five kids and a basketball, **Heart of Los Angeles (HOLA)** has grown into a multi-cultural center that offers quality academics, arts and athletics programs to underserved youth of all ages. HOLA's 20th year is marked by a near 100% increase in children served to 2,300 thanks to a precedent-setting partnership with the Los Angeles Department of Recreation and Parks and the renovation of Lafayette Park Community Center in 2009. HOLA provides after-school elementary, middle and high school programming for a growing population of children who are in urgent need of supplemental services. The *mission* of Heart of Los Angeles is to empower inner city young people to advance their lives and revitalize their communities through personal development, leadership and enrichment programs. For any additional information on HOLA, please contact Gita Wenaweser, 213-389-1148 extension 241 and/or visit the website at www.heartofla.org.

About the Lakers Youth Foundation

The Los Angeles Lakers Youth Foundation's goal is to provide educational and recreational opportunities for Los Angeles area youth. The Foundation focuses on utilizing sports to promote education, teamwork and self-esteem among children, as well as raising funds to support these local programs.

About Fox Sports en Español

Reaching more than 14 million cable and satellite households in the country, of which over 5 million are U.S. Hispanic Households, Fox Sports en Español is the leader in Spanish-language sports media. We feature premier soccer programming with exclusive coverage of the top leagues and tournaments in Latin America and Europe; coverage of Major League Baseball's regular season, League Championship Series, All-Star Game and World Series; championship boxing and UFC® and mixed-martial arts across four compelling media platforms. With more than 1,600 hours of live and exclusive programming, a robust web site brimming with streaming video, portable content from FSE Móvil and the Fox Sports en Español Magazine, we are and will continue to be the first name in the U.S. Hispanic sports space.

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