

**MIDNIGHT MISSION BASKETBALL ALL STARS
TO HOLD “DRIBBLE-A-THON” IN CELEBRATION OF
INAUGURAL LAKERS 3 ON 3 BASKETBALL
TOURNAMENT PRESENTED BY NIKE ON AUG. 15**

*Public is encouraged to participate in Dribble-a-Thon event scheduled to begin
at 9 a.m. at Midnight Mission and conclude at L.A. LIVE*

LOS ANGELES, Aug. 12, 2009 – The sound of bouncing basketballs will echo through the streets of downtown Los Angeles as the Midnight Mission Basketball All Stars prepare to dribble from the Midnight Mission to Nokia Plaza L.A. LIVE to celebrate the organization’s first-ever “Dribble-a-Thon” event tied to their participation in the upcoming Lakers 3 on 3 Basketball Tournament presented by Nike on Saturday, Aug 15.

The Dribble-a-Thon is open to the public and will begin at 9 a.m., two hours before the Midnight Mission All Stars’ first game at the Lakers 3 on 3 Basketball Tournament presented by Nike. Midnight Mission is a 501c3 charity organization that provides necessities and offers a bridge to self-sufficiency for homeless people in Los Angeles.

The Lakers 3 on 3 Basketball Tournament presented by Nike will be spread across multiple city blocks with approximately 50 outdoor basketball courts created in and around L.A. LIVE, STAPLES Center and on Chick Hearn Court. The courts will accommodate the thousands of athletes who will compete for L.A. bragging rights, more than \$100,000 in prizes and the chance to be named champion.

The Midnight Mission All Star team represents young men who have overcome addiction and life on Skid Row. They are now clean, sober and ready to compete against the best 3 on 3 basketball players in L.A. The team is comprised of 27 year-old Quinten Griffin, 37 year-old Victor Williams and 34 year-old Corey Webster.

The athletes chose to participate in the Lakers 3 on 3 Basketball Tournament presented by Nike because they believe that much of what makes you successful on the court can translate to success off the court.

“The mental development that a good basketball player acquires sharpens thought processes and helps you make good decisions on and off the court,” Griffin said. “The teamwork and camaraderie that develops on the court helps you learn to trust other people. The running, jumping, sliding, shooting and passing provide an all-around workout.”

“I enjoy playing [basketball] and competing,” Williams said. “It relaxes me and helps me stay positive and focus on what’s important to me. It brings me piece of mind.”

In addition to two full days of 3 on 3 basketball competition, an interactive Fan Fest located on Nokia Plaza L.A. LIVE will open Friday, August 14, and be free to the public throughout the event. The three-day experience will feature a variety of events at the Nike Center Court, including the Nike Slam Dunk Contest, appearances by members of the NBA Champion Lakers and special guests, live music, food and beverage areas, and basketball-themed activities and competitions.

McDonald's and the Ronald McDonald House Charities of Southern California are the official partner and exclusive charity of the Lakers 3 on 3 Basketball Tournament presented by Nike. One dollar for every participant registered to compete will be donated to the Ronald McDonald House Charities of Southern California to provide comfort, care and support to children and families in Southern California.

Supporters planning to participate in the Dribble-a-Thon event are asked to meet at Midnight Mission located at 601 S. San Pedro Street in downtown Los Angeles no later than 8:45 a.m. Immediately following the event there will be a special ceremony and photo opportunity held outside STAPLES Center with athletes and representatives of Midnight Mission.

About The Midnight Mission

The Midnight Mission is one of the oldest, continuously operating human services organizations in the Los Angeles region. Centered in the Skid Row area of downtown LA, it provides life-changing programs and services for homeless and near-homeless men, women and children, including three nutritious meals a day, emergency shelter, hygiene and clothing, drug and alcohol recovery, education, career counseling and job placement. It also offers a comprehensive transitional housing program for homeless families who are striving to return to self sufficiency.

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Lakers 3 on 3 Basketball Tournament presented by Nike

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Midnight Mission

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