



**FOR IMMEDIATE RELEASE**  
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Contact: Georgia Berkovich  
(213) 624-4588  
[gberkovich@midnightmission.org](mailto:gberkovich@midnightmission.org)

## **THE MIDNIGHT MISSION HOSTS BASKETBALL CHALLENGE WITH CELEBRITY SWEAT**

On Thursday, July 13, 2017, the formidable **Celebrity Sweat** <http://csweat.com/> basketball team will come to Skid Row for their inaugural game against The Midnight Mission (TMM). TMM's team, comprised of TMM Program Participants and Alumni, is eagerly waiting for this match-up.

"Our Midnight Basketball team has been zealously practicing through our Health and Wellness program and are ready to meet **Celebrity Sweat** on the court," said Valerie Mayers, Health & Wellness Coordinator at TMM. TMM will welcome an audience from all walks of life; from old to young, to residents who live in the lofts downtown, to those who live in TMM's courtyard, as well as **Celebrity Sweat** members and their guests.

"We are so excited about continuing our support for The Midnight Mission. Every year we try to make sure that all the events we impact can help support homeless people across the Southern California area. This year, we're adding a little more excitement by putting together a Celebrity Sweat Basketball Team to take on The Midnight Mission to generate more support and publicity in the marketplace so everybody can get involved. It's an amazing partnership, and we feel blessed to be working together." said Lisa Levine, CEO/Founder, Celebrity Sweat and one of the organizers of the event.

The Celebrity Sweat team will include **Rashad Ross** from the *San Francisco 49ers*, **Demetrius Crawford** from the *Canadian Football League*, up and coming star **Jake Miller** from *Warner Bros. Records*, and others.

Tip-off will be at 6 p.m. in TMM gym, located on the second floor. Parking is available in TMM's secure lot, located underneath the building. All members of the community are welcome to attend, completely free of charge. In addition, everyone in attendance will be eligible to enter a free raffle.

**About Celebrity Sweat:** Celebrity Sweat is entering its 4th season as the #1 celebrity based active lifestyle show, currently on A&E Network hitting over 90-million households, and re-broadcasting on Delta Airlines, impacting an additional 104-million passengers year. The Celebrity Sweat objective is to motivate and inspire people to live active and healthy lives and to support various philanthropic outreach along the way. Each season, Celebrity Sweat tries to feed over 10,000 homeless people in major markets across the US, in addition to supporting Breast Cancer Awareness, Special Olympics and a variety of youth groups. Continue to follow Celebrity Sweat on social media and check-out weekly fit tips and motivational training from the stars at [CSweat.com](http://CSweat.com).

**About The Midnight Mission's Health and Wellness Program:** Health & Wellness at The Midnight encompasses primary healthcare as well as fitness classes and exercise opportunities designed to improve physical, social and emotional health of all participants, many of whom have long-overlooked chronic conditions or injuries. Handling these issues while in the Healthy Living program emphasizes the importance of life-long healthy practices. Homelessness is associated with social isolation and lack of healthy contacts with others. Men entering the program learn to respect and help each other through sports and community activities. Team sports, including basketball, ping pong, volleyball and social games offer additional ways for them to develop social skills.

**About The Midnight Mission:** Founded in 1914, The Midnight Mission offers paths to self-sufficiency to men, women and children who have lost direction. Our emergency services and 12-step recovery, family living, job training, education and workforce development programs offer a compassionate bridge to achieve and maintain healthy, productive lives. We remove obstacles and provide the accountability and structure that people who are experiencing homelessness need to be productive in their communities. Our conviction and commitment to their success define us. For additional information, please visit [www.midnightmission.org](http://www.midnightmission.org).