BOYS & GIRLS CLUB
OF BURBANK AND GREATER EAST VALLEY

FOR IMMEDIATE RELEASE
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For more information:
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THOUSANDS OF YOUTH CONVERGE AT L.A. LIVE

TO SHOOT HOOPS … AND SEND TEXTS

He jumps, shoots, scores…and then texts! More than 400 youth from the Los Angeles County Alliance of Boys & Girls Clubs will participate in a day-long basketball tournament this Saturday at L.A. LIVE. Coca-Cola is sponsoring the event which will feature a 5 on 5 tournament, nutrition and fitness programming, a slam dunk contest, Wii games, DJ, music, food, prizes for all participants, and special celebrity guests. The *Coca-Cola Triple Play Basketball Tournament* will take place alongside the *Nike 3 on 3 Tournament* which is expected to have more than 4,500 players competing over both Saturday and Sunday.

Coca-Cola will also donate a $10,000 matching gift to support the "BeGreatLA" text to give campaign in play during the event. Fans can text "BeGreatLA" to the number 20222 to make a $5 donation to the Boys & Girls Clubs of Los Angeles County. The text to give message will appear on volunteer t-Shirts, kids' jerseys and LED screens at the LA LIVE complex.

Exercise enthusiast, musical icon of the multi Grammy Award winning group Earth, Wind & Fire and Boys & Girls Club Alum, Verdine White will be on hand to address the audience about the importance of making healthy lifestyle decisions. After being inducted into Boys & Girls Clubs of America's prestigious Alumni Hall of Fame in 2007, White has since advocated on behalf of many youth issues, specifically issues related to living a healthy and fit lifestyle and the importance of music programs in Clubs.

"The basketball tournament is a great experience for all of the club members involved. We know all of the teams worked long hours to represent their clubs," shares Director of Operations, Brittany Vaughan.

Be fit. Be active. BE GREAT. Text BeGreatLA to 20222 this Saturday and get your game on!

WHO **Boys & Girls Clubs Los Angeles County Alliance & Coca-Cola**
WHAT **Coca-Cola Triple Play Basketball Tournament**
WHEN **SATURDAY, AUGUST 7, 2010**
8:00 a.m. to 4:00 p.m.
WHERE: **L.A. LIVE COMPLEX (outdoors on streets and plaza area within complex)**
800 W. Olympic Blvd., Los Angeles, CA 90015

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