



NEWS RELEASE



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LISA LESLIE LEADS A NEW BASKETBALL GENERATION

*The launch of the Lisa Leslie Basketball & Leadership
Academy at Westwood Sports Complex*

LOS ANGELES – Basketball legend and team owner Lisa Leslie, in collaboration with the City of Los Angeles Department of Recreation and Parks (RAP), is launching an exclusive basketball academy for youth at Westwood Sports Complex on Saturday, March 31, 2012.

The launch event will feature a press conference with Lisa Leslie and City officials at 1:30 pm, followed by a basketball clinic with Academy participants from 2:00 pm to 4:00 pm.

The Lisa Leslie Basketball & Leadership Academy (LLB&LA) is year-round basketball academy for boys and girls, ages 7 to 18, and will be offered on Wednesdays and Saturdays at Westwood Sports Complex. The Academy will provide elite basketball training comparable to that of the pros and will take a proactive approach to education with the addition of an academic component that will offer tutoring and counseling to Academy student-athletes. "I look forward to using basketball as a platform to enhance the lives of our youth by instilling characteristics essential to becoming successful in life" said Lisa Leslie.

Working with Recreation and Parks, a world renowned leader in recreation, has really helped make LLB&LA a reality for Leslie, the kids and the community. "The Department of Recreation and Parks is proud to be collaborating with Lisa Leslie, an Olympian and WNBA Champion, to provide Los Angeles youth with the opportunity to develop healthy lifestyles and skills," said General Manager Jon Kirk Mukri. "Studies have shown that sport participation provides youth with opportunities to grow physically and socially. The Lisa Leslie Basketball &

Leadership Academy is going a step further by providing academic guidance and leadership development.”

Leslie’s Academy will teach principles that will instill discipline, positive values and beliefs essential to becoming a successful student-athlete. Youth participants will be well equipped with the life skills they need to compete on the court, in the classroom and in life. Skill topics will include; Volunteerism: Everyone’s Role Model; Media Training and Interviewing Skills; and Discipline, Discipline, Discipline: What It Takes to Achieve Your Dreams. It is Leslie’s goal to instill the importance of academics in youth and create leaders of tomorrow.

As Founder and President of the Academy, Leslie will bring her talent, expertise and dedication to Westwood Sports Complex. Her extensive awards and achievements include being the most-recognized player in the WNBA, winning two championships with the Los Angeles Sparks, winning Most Valuable Player three times and bringing home four Olympic Gold Medals with the U.S. Team. In addition to being a co-owner of the Sparks and a sports analyst for ABC, Turner, Fox Sports Net and preparing to cover the 2012 London Olympics for NBC, Leslie is also a wife, mother, author, motivational speaker and entrepreneur. Lisa Leslie is excited to share her knowledge of the game and life through her new Academy and is looking forward to making a positive impact in the Los Angeles community.

Westwood Sports Complex is located at 1350 South Sepulveda Boulevard in Los Angeles 90025.

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About the City of Los Angeles Department of Recreation and Parks

The Department of Recreation and Parks maintains over 15,710 acres of parkland with over 400 neighborhood and regional parks, 184 recreation centers and facilities, 372 children’s play areas, 321 tennis courts, 256 ball fields, 31 senior centers, 13 golf courses, nine dog parks, 14 skate parks, 12 museums and an urban forest of one million trees. The Department also provides after school, day care and athletic programs for children and teens, including basketball, volleyball, softball and flag football leagues. For more information about the Department of Recreation and Parks, please visit www.laparks.org.

About the Lisa Leslie Basketball & Leadership Academy

The Lisa Leslie Basketball & Leadership Academy (LLB&LA) is an exclusive academy that teaches basketball strategies and skills that Lisa has learned after winning four Olympic Gold Medals & two WNBA Championships. On the court, she will teach discipline, mental toughness and how to think the game of basketball. The desire of the LLB&LA is to develop not only exceptional athletes, but also exemplary students and leaders. “Life is a competition...So Compete!” Lisa will equip each student-athlete with the life skills to compete in the classroom, on the court and in life. To register for the Lisa Leslie Basketball & Leadership Academy, please visit www.lisaleslie9.com.