



MEDIA ADVISORY

Wednesday, February 27, 2008
For Immediate Release
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AVENGERS TO CELEBRATE 'KICKOFF 2008'

Los Angeles, CA. Charity fundraising dinner to raise awareness and funding for the needs of Latino children with cancer and their families.

WHO: **Fox Sports Net's Bill Macdonald** and television personality **Melissa Rivers**, will serve as the evening's Masters of Ceremonies, while entertainment will be provided by **REO Speedwagon's Kevin Cronin and Dave**. Invited special guests include PADRES Ambassadors **Matt Cedeño**, actor **Tony Plana**, star of ABC hit sitcom Ugly Betty, actress and producer **Kiki Melendez**, actor and Alma Award Recipient **Yancey Arias**, actress **Ana Arias**, actor **Hector Bustamante**, actor **Wilson Cruz**, actress **Carolyn Hennessy of General Hospital**, actress **Luz Ramos**

WHAT: **"KICKOFF 2008"** presented by the Los Angeles Avengers Football Team is a benefit dinner to raise funding and awareness for PADRES Contra El Cáncer and their life saving mission of improving the quality of life for Latino children with cancer and their families.

WHEN: Wednesday, February 27, 2008
7:00pm Red Carpet; 7:30pm Dinner and Concert

WHERE: NOKIA Plaza L.A. LIVE
777 Chick Hearn Court
Los Angeles, CA 90015

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PADRES Contra El Cáncer (PADRES) is a non-profit organization committed to improving the quality of life for Latino children with cancer and their families. PADRES programs, activities and services, while primarily oriented to the Latino community, serve childhood cancer patients from ALL races and ethnic origins. No family is turned away. Celebrating 20 years of service, PADRES brings together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders as well as effective methods for treatment. Since March 2005, actress **EVA LONGORIA PARKER** has served as PADRES' National Spokesperson. For more information, go to www.IamHope.org.

ABOUT NOKIA PLAZA L.A. LIVE

NOKIA Plaza, a 40,000-square-foot open-air area for outdoor entertainment, is situated at the heart of **L.A. LIVE**, a \$2.5-billion downtown Los Angeles sports, residential and entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center. NOKIA Plaza sits directly in front of the NOKIA Theatre, which is L.A.'s new 7,100-seat state-of-the-art venue for live performances. The L.A. LIVE development also features, a 54-story, 1001-room convention "headquarters" hotel (combining JW Marriott and Ritz Carlton brands and 224 luxury condominiums -- The Ritz Carlton Residences at L.A. LIVE), Club NOKIA (a 2,300 capacity live music venue), a 14-screen Regal Cineplex, "broadcast" facilities for ESPN along with entertainment, restaurant and office space.

ABOUT THE LOS ANGELES AVENGERS

One of the Arena Football League's premier franchises, the Los Angeles Avengers have distinguished themselves as a proud member of the Southern California sports community ever since their inaugural season in 2000. Under the direction of head coach Ed Hodgkiss, the Avengers have advanced to the AFL playoffs in five of their past six seasons and captured their first Western Division championship in 2005. Equally effective off the field, the Avengers have ventured out into local communities more than 1,000 times in the past three years, visiting hospitals, schools, missions and community events. The team is owned by Casey Wasserman and operated under the [Wasserman Media Group](http://www.WassermanMediaGroup.com) umbrella. For more information about the Avengers or to order season tickets, call 1-888-AVENGERS.

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