



Contact: Carlos Manzanillo  
Phone: 323.988.4672  
Email: [carlosm@carryonpr.com](mailto:carlosm@carryonpr.com)

Donna DeDario (Starlight Starbright)  
Phone: 323.556.3322  
[donna.dedario@starlight.org](mailto:donna.dedario@starlight.org)

## AND 1 MIX TAPE TOUR 2007 ADDS NEW ALL-STARS TO THE TEAM: STARLIGHT STARBRIGHT'S CHILDREN AND FAMILIES

– A Much-Needed 'Great Escape' For Seriously Ill Children And Their Families –

**Aliso Viejo, CA (June 11, 2007)** – The AND 1 Mix Tape® Tour presented by Old Spice is happy to announce that it's partnering with Starlight Starbright Children's Foundation to provide 'Great Escapes' to Starlight Starbright's children, hosting approximately 500 seriously ill children and their family members as guests of AND 1 throughout the duration of its nationwide 10-city tour. As the original street basketball entertainment team featuring the world's best playground players, the tour will invite one special child in each city to suit up and be a member of the team for a day.

"Our kids are simply giddy about getting to see the AND 1 Mix Tape Tour live and in person," said Paula Van Ness, CEO of Starlight Starbright Children's Foundation. "The buzz throughout our organization is electrifying because our kids are such huge fans. The games will provide a much-needed recreational opportunity for our children and their siblings, away from the hospital and medical treatments."

The AND 1 Mix Tape Tour presented by Old Spice tips off in New York City on June 16 and will travel across the United States through August 25 with its best team yet playing against summer league all stars from city to city. The Starlight Starbright team member in each city will be announced in the coming days and weeks, prior to each game.

"We are thrilled to add the Starlight Starbright Children's Foundation to our team as we kick off the 2007 AND 1 Mix Tape Tour," said Mark Woolsey, AND 1 General Manager and Chief Marketing Officer. "Our players are excited to bring smiles to the faces of children and their families by giving them a chance to play, laugh and create experiences they will cherish forever."

Returning to its blacktop roots this summer, the 2007 AND 1 Mix Tape Tour will be held in high-profile outdoor venues at each of the tour's 10-city stops. Tickets for each stop are on sale now. For more information, check out [www.AND1.com](http://www.AND1.com).

### The 2007 AND 1 MIX TAPE TOUR SCHEDULE\*

<u>City</u>	<u>Venue</u>	<u>Date</u>
New York	Coney Island	6/16/07
Boston	Bayside Expo Center	6/23/07
Atlanta	Turner Field	6/30/07
Philadelphia	Festival Pier	7/14/07
Washington D.C.	City Center Parking Lot	7/21/07
Detroit	Cadillac Square	7/28/07
Chicago	Soldier Field	8/04/07
Dallas	Star Parking Lot	8/11/07
Oakland	Alameda Point	8/18/07
Los Angeles	Queen Mary	8/25/07

\*Schedule subject to change

#### **About AND 1**

Founded in 1993, AND 1 makes basketball footwear and apparel for players with serious game. The company that first made its mark in the apparel industry with a line of "in your face" trash talk tee shirts now offers a complete product line for basketball players, including on-and off-court performance shoes, shorts, tees, sleeveless tees, pants, team uniforms, licensed collegiate gear and accessories. AND 1 endorsers include 2006 - 2007 NBA Most Improved Player Monta Ellis of the Golden State Warriors, and star of AND 1 Mix Tape™ Volume 1, Rafer Alston of the Houston Rockets.

#### **About Great Escapes**

Starlight Starbright Children's Foundation created the Great Escapes program to provide families with the chance to spend quality time together — away from the hospital and medical treatments — so that they can relax, regroup, and return home with a new-found sense of strength and hope. Another benefit of the Great Escapes program is that everyone in the family is able to meet others who are facing similar challenges, reducing their feelings of isolation that families with seriously ill children often face. Outings include ball games, picnics, cruises, spa days and movie premiers. Great Escapes is one of the organization's most popular programs, which Starlight Starbright is currently expanding with the intent to be in 39 communities nationwide by March 2008. Starlight Starbright, corporate sponsors and individual donors underwrite all costs. For more information, visit [www.starlight.org/greatescapes](http://www.starlight.org/greatescapes).

#### **About Starlight Starbright Children's Foundation**

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than two decades, Starlight Starbright Children's Foundation has dedicated itself to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight Starbright's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Serving more than 180,000 children each month, Starlight Starbright's array of outpatient, hospital-based and Web offerings provide ongoing support for children and families — before, during and after medical treatment. To learn more visit [www.starlight.org](http://www.starlight.org).

###