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**LOS ANGELES AND BOSTON PUT CENTER COURT SPOTLIGHT  
ON CHALLENGE FOR A CAUSE**

**LOS ANGELES, CA** – The historic rivalry between Los Angeles and Boston basketball fans spins off the court and into the stands this year. The Boys & Girls Clubs throughout Los Angeles and Boston area are launching a mobile text and online giving challenge to extend the fan experience during the NBA playoffs. Los Angeles Mayor Antonio Villaraigosa, a Boys & Girls Club Alumnus, announced a friendly challenge toward Boston Mayor Thomas Menino and Boston fans to see who can raise the most “smiles and support” for local Boys & Girls Clubs.

In Los Angeles, fans can text “BeGreatLA” to 20222 for a \$5 donation beginning today or donate online at [www.BeGreatLA.org](http://www.BeGreatLA.org) through June 20 to show their support for the home team, and home Clubs. Boston fans can text “BeGreatBos” to 20222 to show their support. Monies raised by LA fans will go to the 130 Club sites and 120,000 Club Kids throughout LA County. Sign up to follow the challenge at [www.twitter.com/BeGreatLA](http://www.twitter.com/BeGreatLA), or sign up as a Facebook fan at [www.BeGreatLA.org](http://www.BeGreatLA.org). Look for posts and tweets from special guests and updates on who’s leading.

The Boys & Girls Clubs provide a positive safe place where kids and teens can thrive. Programs in education, sports, the arts, technology and leadership help kids grow into productive citizens and engaged individuals who carry a sense of community service.

"I am thrilled the Boys & Girls Clubs of Los Angeles County and Boston are leveraging the media attention on our two cities by engaging in a friendly fundraising challenge," Mayor Villaraigosa said. "As a former Club Kid myself, I wholeheartedly support this effort and encourage all Angelenos to do the same. Nothing brings a city together like a championship, but this isn't just the time to rally around our team, it is also the perfect opportunity to rally around our kids to show them that great futures really do start here."

**About Boys & Girls Clubs Los Angeles Alliance**

The Los Angeles Alliance of Boys & Girls Clubs is comprised of 27 separately incorporated local Boys & Girls Clubs, and serves as a resource and regional fundraising arm for Clubs throughout Los Angeles County. Combined, these 27 Clubs provide after school enrichment programs at nearly 130 sites to nearly 120,000 youth annually. For more information about the Alliance, please contact David Walker at 562.490.6174 or [www.BeGreatLA.org](http://www.BeGreatLA.org).

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